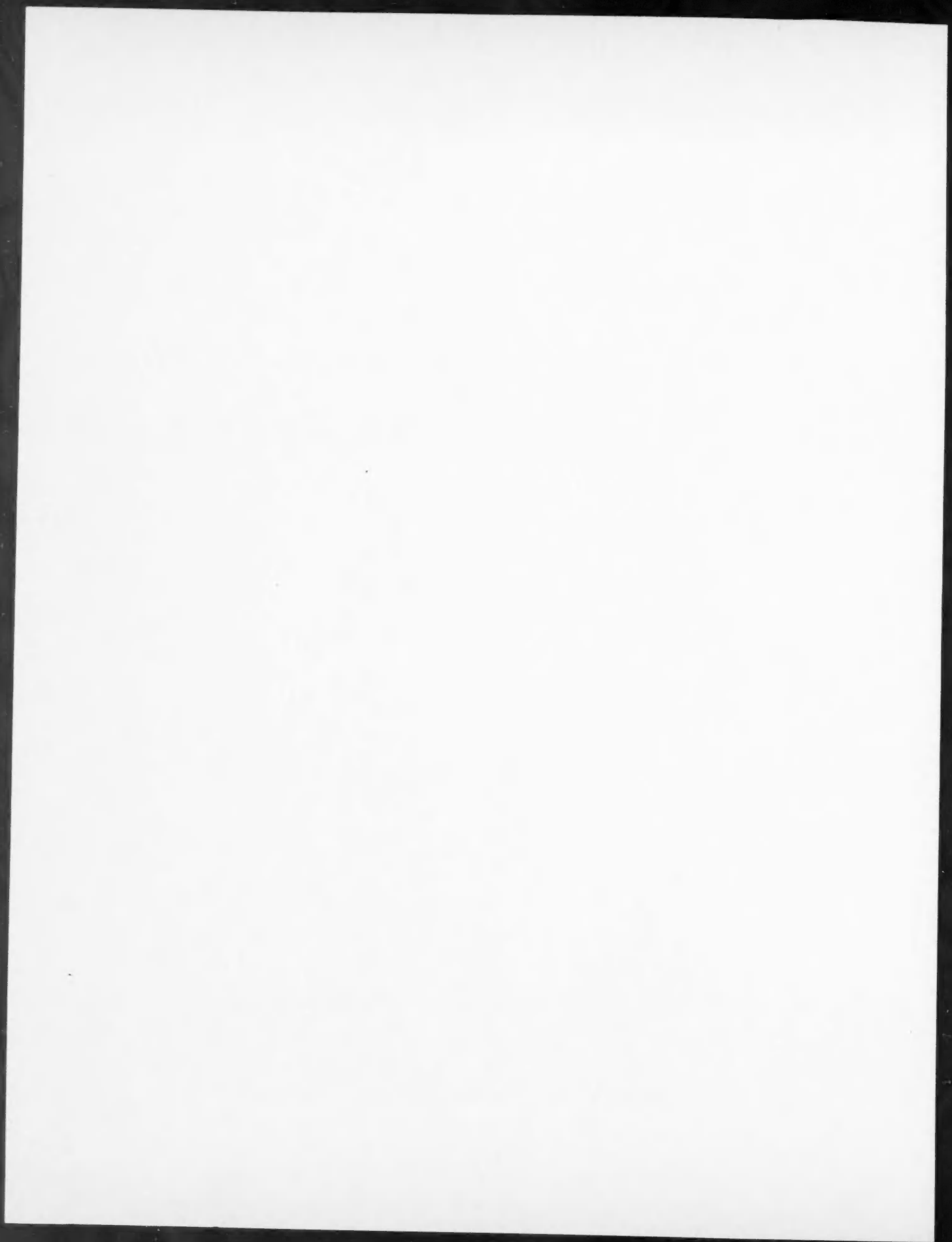


December, 1955



## Season's Greetings

Realtors' European Tour . . . . . Page 4  
O.A.R.E.B. Conference Program . . . . . Page 16





Art Roberts, Editor,  
Canadian Realtor

*Season's Greetings*  
*from*  
*Your Editor*

The New Canadian Realtor has now seen six issues in which we have endeavoured to produce a magazine of which realtors can be proud. As your editor, it has given me pleasure to work in close association with the Canadian Association of Real Estate Boards and to feel the pulse of the real estate business generally.

Each month we try to bring the best and most up-to-date articles and in the new year we shall be presenting a planned program of articles to give you a more complete picture of the real estate business.

Yours very sincerely,  
A. G. Roberts, Editor

**The Canadian Realtor**  
is published by Bruce Barnett Associates (Canada)

24 Isabella St., Toronto

WA. 1-3845

1911

1912

1913

1914

1915

1916

1917

1918

1919

1920

1921

1922

1923

1924

1925

1926

1927



The Canadian Realtor is the official organ of real estate in Canada. It is published monthly for the Canadian Association of Real Estate Boards.

# OFFICERS

**President**  
J. A. WEBER - - Edmonton

**Vice-Presidents**  
R. A. PATTERSON - Montreal  
J. S. STEVENSON - Winnipeg

**Regional Vice-Presidents**  
S. L. MELTON - - Alberta  
IVOR PARRY - British Columbia  
ANDREW TURPIE - Manitoba  
JOHN F. RITCEY - - New Brunswick

J. STUART ROY - Nova Scotia  
P. J. HARVEY - - Ontario  
GEORGE COUILLARD - Quebec  
DON KOYL - Saskatchewan

**Executive Secretary**  
1883 Yonge Street

H. W. FOLLOWS - Toronto

**EDITOR IN CHIEF**

A. W. Farlinger

**EDITORIAL COMMITTEE**

A. W. Farlinger

Stewart Chambers

F. N. McFarlane — OAREB

Frank Johns — AREA

Bruce Barnett

H. W. Follows

**SECTION EDITORS**

T. C. Cox: J. I. Stewart: B. Barnett:

J. A. Weber: H. W. Follows: P. A.

Seagrove.

**ASSOCIATE EDITORS:**

J. A. Weber: R. A. Patterson: J. S.

Stevenson: S. L. Melton: Ivor Parry:

Andrew Turpie: John F. Ritcey: J.

Stuart Roy: P. J. Harvey: George

Couillard: Don Koyl

**Sub Editors**

**ALBERTA:**

W. Frank Johns, W. H. Flewelling,

L. G. Daniel, Frank McKee

**BRITISH COLUMBIA:**

E. A. Harder, T. L. Le Pas, Walter R.

Dey, Alan G. Creer, Catherine God-

frey, B. M. Buck

**MANITOBA:**

Angus McDonald, H. B. Budgell

**NEW BRUNSWICK:**

G. T. McLaughlin

**NOVA SCOTIA:**

Kenneth A. Ross

**ONTARIO:**

Chas. Rogers, Mrs. J. G. Robinson,

Seymour Wylie, Chas. F. Wright, F.

Rivier, Zeon Fedori, Mrs. A. Pueling,

Miss Frances D. Clancy, H. J. McCul-

lough, K. S. Raven, Shirley Bowyer, M.

S. Snyder, Ed. Holt, John J. Dywan,

Vernon Murray, S. D. H. Reid, M. J.

Brown, Glenn Swallow, Robert Mc-

Callum, John Leith, H. G. E. Choate,

J. Fisher, Fred J. Dawson, Jos. P.

Sterne, H. J. Graham, Mrs. V. Fay

Duncan, H. D. Hood, W. H. Burton,

Charles R. Stroud

**QUEBEC:**

B. J. Bachand, J. A. Turmel, Charles

Connors

**SASKATCHEWAN:**

Chas. Hoshal, Lloyd Jones

THE CANADIAN REALTOR is published monthly by Bruce Barnett Associates (Canada): Telephone WA. 1-3845. 24 Isabella St., Toronto 5, Ontario. Editor—Arthur G. Roberts; Publisher and Business Manager, Bruce Barnett; Advertising Manager—J. W. Bailey.

CANADIAN REALTOR — DECEMBER, 1955



## Tomorrow — and Tomorrow

At this time of the year, it is customary for editorials to say all manner of wise and high sounding things. Under the cloak of the "spirit of Christmas", platitudes are piled on platitudes. For our part, we simply want to say to one and all in the real estate profession: "A very merry Christmas". And as far as the New Year is concerned we have this message: "May 1956 find you getting your share of the good things of life—health, happiness, peace of mind and lastly material possessions."

The year ahead holds very definite promise for Canadian real estate and for realtors. This magazine will do its part to help in the fulfillment of the opportunities that lie ahead. We see 1956 as a year for achievement. Ethics of the business will improve and the prestige of the realtor will rise to new levels. There will be growing public and governmental awareness of the professional standing of the realtor. Local, provincial and national realtors' organizations will prosper and be strengthened. The Canadian economy will go on to new expansion and new records will be set. There will be a steady growth in the number and volume of real estate sales.

In all 1956 bids fair to be a prosperous year. Realtors therefore can be of good heart and cheer—for the outlook for tomorrow is fine. And indeed all our tomorrows as far as we can see ahead.

Vol. I

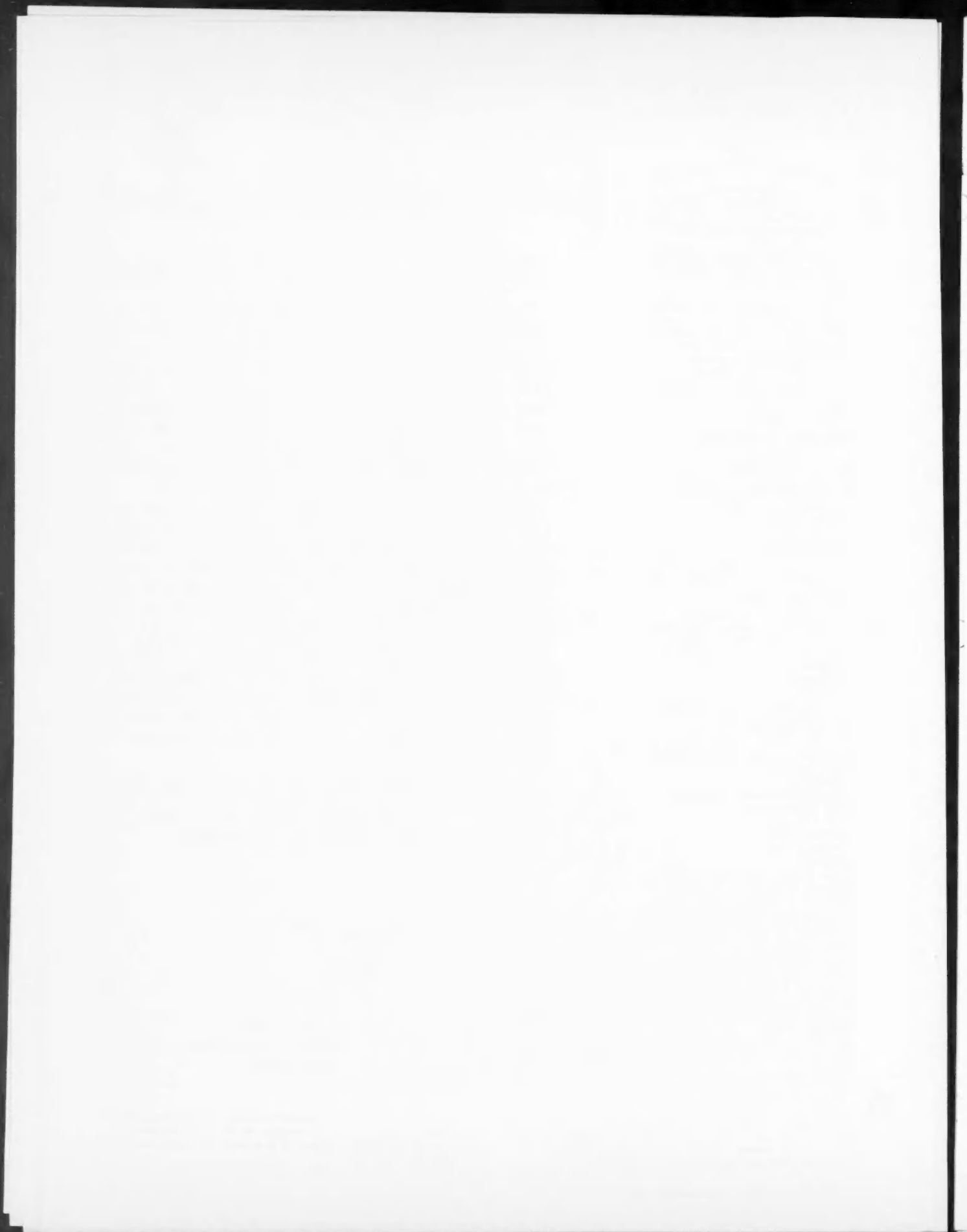
December, 1955

No. 6

### INDEX

Realtors' European Tour .....	4	How to Sell a House .....	10
Across Secretary's desk .....	5	Secret of Selling .....	11
President's report .....	6	How to get Publicity .....	12
Appraisal Section .....	7	O.A.R.E.B. Conference Program .....	16
Watch that Capital Gain .....	8	Ontario Section .....	18
Alberta Section .....	21		

Subscription rates: Canada, British Possessions and the United States of America—\$3.00 a year for members of the Canadian Association of Real Estate Boards. Authorized as second class mail, Post Office Department, Ottawa.



# European Tour for Realtors

*Party will attend congress of  
international federation*

## June

- 6 **NEW YORK** Sail via S.S. QUEEN MARY.
- 11 **CHERBOURG** Arrive. Then continue by boat train to Paris.
- 12 **PARIS** A day of city sightseeing by motorcoach with guide including Opera, Place Vendome, Ste. Chapelle, Sorbonne, Luxembourg Gardens, Pantheon, Notre Dame, Madeleine Church, Arc-de-Triomphe, Eiffel Tower, Tomb of Unknown Soldier and many other points of interest.
- 13 **PARIS** Morning free. Afternoon tour to Versailles by motorcoach with guide visiting the Palace, Grand Trianon, Museum of Carriages, Petit Trianon. Return to Paris via St. Cloud.
- 14 **EN ROUTE** Day free in Paris. By night train and sleeper to Lucerne.
- 15 **LUCERNE** Morning arrival. Afternoon city sightseeing by motorcoach with guide visiting the Old Town, wooden bridges, Town Hall, Lion of Lucerne, Panorama, etc. Lake shore drive to Meggen and return via Kreuzbuche.
- 16 **EN ROUTE** Day free in Lucerne. By night train and sleeper to Vienna via Zurich.
- 17 **VIENNA** Morning arrival.
- 18  
to 23 **VIENNA** Attend Realtor's Convention.
- 24 **VENICE** By day train from Vienna.
- 25 **VENICE** A day of city sightseeing on foot and by gondola with guide. Morning tour on foot via St. Mark's Square, the Church of St. Mark, Ducal Palace, Bridge of Sighs, Dungeons. Afternoon tour by gondola via the Rialto, Santa Maria Della Salute, the Church of the Friars, the Statue of Colleoni by Verrocchio, Lace and Glass Factories (when open).
- 26 **FLORENCE** By day train from Venice.
- 27 **FLORENCE** Full day city sightseeing by motorcoach with guide visiting Medici Chapels, Church of San Lorenzo, Dante's House, St. John's Baptistery, Cathedral, Giotto's Campanile, Foundling Hospital with famous Della Robbia Medallions and Piazzale Michelangelo, Pitti Palace and Galleries, Ponte Vecchio.
- 28 **ROME** By Motorcoach from Florence via Hilltowns.
- 29 **ROME** A day of city sightseeing by motorcoach with guide visiting Piazza Venezia of Renaissance style, via dei Fori Imperiali, Roman Forum, Palatine Hill and the Capitoline Hill. Return to hotel for lunch. In the afternoon, visit Mamertine Prison, Theatre of Marcellus, Site of Temple of Aesculapius and Cestius Bridge, Arch of Janus, Circus Maximus, the Protestant Cemetery with the Tombs of Keats and Shelley, Pyramid of Caius Cestius, Basilica of St. Paul's Outside the Walls and Janiculum Hill.
- 30 **NAPLES** By morning train from Rome. Sail via S.S. INDEPENDENCE.

## July

- 9 **NEW YORK** Arrive.



Mr. E. W. Gladstone

## European Tour

A European tour for Canadian realtors is being organized for 1956. The highlight of the tour will be the 7th Annual Congress of the International Real Estate Federation to be held in Vienna, from June 17 to 23, 1956.

Last June, Mr. E. W. Gladstone of Toronto, representing the Canadian Association of Real Estate Boards and the Toronto Real Estate Board, attended the 6th Annual Congress of the International Real Estate Federation held in Geneva, Switzerland.

At that time Mr. Gladstone was appointed a vice-president of the international federation and was given the task of reviewing the possibilities of establishing an international co-operative listing system on long investment type properties. In addition, Mr. Gladstone undertook to arrange a European tour for Canadian realtors to the 1956 congress in Vienna. This undertaking was given at the personal request of Mr. Juilliard, President of the International Federation.

In 1955, some 50 realtors and their wives attended the congress from the U.S. In addition to Mr. Gladstone, Mr. W. C. Hughes of Brandon, Manitoba, attended the 1955 Congress.

Mr. Gladstone has already taken the initial steps in organizing the tour for Canadian realtors. A suggested itinerary has been prepared for the trip and on the basis of this, the cost would be approximately \$1,000.00 per person. This includes the complete tour. All transportation, hotel charges and most meals, are included in the cost.

Mr. Gladstone has arranged for 25 staterooms on the S.S. Queen Mary.

These reservations will be held only until **January 17, 1956**. Therefore we urge anyone interested in attending the 7th Annual Congress of the International Real Estate Federation as a part of the special realtor group to contact Mr. H. W. Follows, secretary of the C.A.R.E.B. or Mr. E. W. Gladstone, direct, immediately. Ship transportation requires reservations well in advance of sailing, so consider the matter carefully and advise as soon as is possible.

### General Information

**Registration and Payment:** Registration may be made through your local travel agent or at any American Express office. A part-payment of \$250.00 is required to protect your reservations. In the event that the passenger cancels his tour reservation four weeks or more prior to the departure date of the tour, the part-payment will be refunded in full; and if the passenger cancels his tour reservation less than four weeks prior to departure date of the tour, the part-payment will be refunded in full less any cancellation fee assessed by the Steamship Company. Final payment is due four weeks prior to departure from New York.

**Steamship Transportation:** Tour prices are based on minimum rate cabin class trans-Atlantic transportation eastbound and westbound. When superior accommodations are assigned, supplementary charges will be made.

**Railway Transportation:** Second class. Sleeping car reservations on overnight trains include double-berthed compartments.

**Local Steamer Transportation:** First class accommodations on channel, lake and river steamers.

**Motor Transportation:** Travel by motorcoach as shown in the itinerary.

**Hotel Accommodations:** Double rooms (with twin beds and private bath where available) at good hotels, on the basis of two persons sharing a room. Those desiring single rooms will be so accommodated subject to reservations being available. A supplementary charge will be made for single room reservations.

**Meals:** Three "table d'hôte" meals, continental breakfast, luncheon and dinner each day are provided, except in Paris where breakfast and luncheon only are provided and Vienna where continental breakfasts are provided only. Luncheon and dinners are omitted as tour members generally prefer to exercise their own choice in the selection of restaurants. In the

*Continued page 26*

across the Secretary's desk

## The end of a Successful Year

### Secretary's Report

As 1955 draws to a close, your executive secretary and staff members of your association take this opportunity to extend sincere and best wishes for the holiday season and the New Year.

1955 has been a year of great progress for Canadian real estate. Association services have expanded and membership has increased. These are the sign posts indicating success.

First of all, the Institute. The formation of the Canadian Institute of Realtors represents the most progressive step in organized real estate. Your secretary recalls the first meeting he ever attended two years ago at the C.A.R.E.B. level. This dealt with education and the steps necessary to improve this so important phase of real estate.

Although at that time there was every evidence that action would be forthcoming, no one at that meeting visualized that within two years, some 200 people from coast to coast would be hard at work on the first leg of a three year correspondence course. The formation of the Institute and the establishment of a correspondence course, although completed and finalized in 1955, represents the accumulative efforts of many men—and eight years of meetings and discussions on education.

This very page you are now reading, represents another major step your association has taken during 1955. This new **Canadian Realtor** has now seen its sixth issue. Although this is not the ultimate in our association publication, one has only to look back to last December's **Realtor** to note the great advance we have made towards our goal of bringing our members the real estate story from coast to coast.

C.A.R.E.B. rounded out 1955 with the best (and the biggest) Real Estate Conference ever held in Canada. The host board, Edmonton, contributed greatly both financially and materially to the success of this conference.

These are only a few examples of how your association gradually builds upon the individual efforts of those who each year devote some of their time and effort to the upbuilding of the profession to which they belong.

As we wrap up 1955 and prepare for 1956, your association will continue its efforts to bring you even greater benefits. To do this will not only mean greater financial expenditure, but will also require a greater expenditure of time and effort by the men who serve on your executive and act as members of committees.

It is the opinion of your secretary, that your association is standing on the threshold of a tremendous expansion. However, to expand any association requires constant effort by all members. Membership is the key to growth. It requires a continuing program by all members. Tell others about your association and your board and by so doing build your board, provincial and Canadian associations and real estate in general, that much stronger.

The Edmonton Real Estate Board, which underwrote the financial loss of the 12th annual conference, was once again the leader in financially aiding C.A.R.E.B. by approving the "\$1.00 per co-op sales plans".

At the annual directors' meeting held in Edmonton at the time of the conference, your directors spent considerable time endeavouring to answer the age-old financial problem that has always plagued C.A.R.E.B. The result of this meeting was the \$1.00 per co-op sales plan.

Briefly, this plan asks each board to consider a voluntary contribution of \$1.00 per co-op sale to the Canadian Association. Such a plan if approved by all member boards would write "finis" to the ever-present financial problems of C.A.R.E.B.

All boards at the present time have this matter before them for consideration. Correspondence received by the executive office is most encouraging and is an indication of the interest that is being shown in the Canadian Association by member boards across Canada. The Canadian Association is thankful for the very prompt and favourable consideration given by the Edmonton Real Estate Board regarding the \$1.00 per co-op plan.

This publication will keep the membership informed of the progress of the plan.

As we went to press, the Winnipeg Board advised that they had also approved the plan.



Mr. J. A. Weber, president of the Canadian Association of Real Estate Boards, is managing-director of Weber Bros., Edmonton.

## Report from the PRESIDENT



### *End of Presidential term arrives*

"LOVE THOSE ESKS"—weren't they terrific! What sayest thou, Roy Patterson, Jim Lowden et al from Montreal? Just couldn't resist that fellows—now to business.

Edmonton Real Estate Board Conference Chairman, Stan Melton, has recently turned in a very complete report on our 12th Annual Conference. This report has been turned over the CAREB'S Conference Advisory Committee Chairman, Goodwin Gibson, and should be of considerable assistance to him and his committee, in preparing the Conference Procedure Manual. It is expected that this Manual will be finished by the end of the year, and should prove to be of great help to the Halifax Real Estate Board in their preparations for the 1956 Conference to be held in Halifax on October 1st to 3rd.

By the time you read this report, Norman McFarlane and his Housing and Statistical Committee, will be putting the finishing touches on their Co-operative Listing Survey report, which will be published on January 1st, 1956. This should be of great interest to all of us—particularly, to those members of Local Boards, who have Co-operative or Multiple Listing Systems in operation.

Speaking of Co-operative or Multiple Listing Systems, CAREB Co-op Chairman, Phil Seagrove, will shortly be publishing a monthly Co-op report in the Canadian Realtor. This will indicate the number of listings, number of sales, sales per-centage and sales volume for each board. This should prove of great value.

Frank Johns, genial and hard working Secretary of the Calgary Real Estate Board and Alberta Real Estate Association, recently journeyed to New Westminster to address the New Westminster Real Estate Board on the occasion of the inauguration of their Multiple Listing system. While on the Coast, he also spoke to the Victoria Real Estate Board on the same subject. The trip was arranged by British Columbia Vice-President and President of the New Westminster Real Estate Board, Ivor Parry. I am told that Frank did a great job on both occasions. Congratulations Frank and Ivor!

### **Good News From Vancouver**

I recently received word from the President of the Vancouver Real Estate Board, Colonel Herb Fullerton, that they have now amended their Constitution to provide for the "Package Membership". This will include all salesmen employed by member firms. This indeed is wonderful news and will mean, effective in 1956, a very substantial increase in CAREB Active and Active Associate Membership. Congratulations are in order to Membership Committee Chairman Don Koyl, who together with myself

toured B.C. last May, with a view to increasing our Membership in B.C. Thank you, President Herb and all the members of the Vancouver Real Estate Board—You're Wonderful!

The Canadian Institute of Realtors is gradually getting organized. The Education Committee of same, under Vice-President Phil Bedford's guidance, have held several meetings and are hard at work lining up the Second Year Course, and ironing out problems that have arisen in connection with the First Year Course. Other Committees are getting underway with their work, and by the time this reaches you everything should be rolling. A meeting of the Governing Council will be held late in January in the City of Toronto.

### **Edmonton Agrees**

It is a great pleasure to me to be able to report to you that the Edmonton Real Estate Board Co-operative Listing Bureau Ltd., became the first Co-op in Canada, to agree to the "\$1.00 per Sales Plan" which will take effect retroactive to November 1st. This is the plan, whereby, the Co-op will send to CAREB a \$1.00 for every Co-op sales completed. Congratulations Chairman Al Mahlin and your Executive, and a sincere thank you, for your splendid support of CAREB. It is much appreciated, and I hope that your lead will be followed by many others.

Roy Patterson, Jack Stevenson and Murray Bosley have been very busy over the past months or so, lining up the new Executive Committees, Committee Chairmen, etc., to take over on January 1st. Judging from correspondence I have had, a powerful working force has been assembled, which augurs well for the year 1956.

It is now fifteen months since you honoured me by electing me as your CAREB President. In a few short weeks my term of office will be over. It is with mixed feelings of regret and relief that I will be turning over the office to President-elect Roy Patterson. It has been a wonderful experience—one that I shall never forget. Nor shall I forget the host of good friends that I feel I have made from one end of Canada to the other—that is one of the major rewards that one obtains in this position.

There is no need at this time to report on what has been achieved during the last fifteen months—that has already been done at the Conference and through the medium of our Canadian Realtor. I do however, want to express my sincere thanks to Vice-Presidents Roy Patterson and Jack Stevenson, to the Regional Vice-Presidents, to the mem-

Continued page 15



J. I. STEWART

Your Appraisal Editor, J. I. Stewart is a graduate of Toronto University and Osgoode Law School. He has studied Business Administration and Appraisal. Mr. Stewart is Appraisal manager at Shortill & Hodgkins Ltd., Toronto.

## APPRAISAL SECTION

# For What It's Worth

## Zoning and Land Utilization

by A. Turpie

Of the many freedoms enjoyed by the Democratic peoples, none is more important and fundamental than "Freedom of Ownership." On it, our system of free enterprise is built.

### Ownership

Ownership can be broadly defined as giving its holder "the right to all benefits to be derived therefrom", and can—and does—apply to all goods, commodities, and services. Ownership of these goods, commodities, and services is needed or desired by man in varying degrees depending on their ability to perform a useful function, either for his own use or to exchange for other useful goods, commodities, and services. It is the intensity of this need or desire, coupled with its scarcity, which gives a thing its value. This applies to the food we eat, the clothing we wear, the homes we live in and everything we use right down to the haircut and shine we pay for. So it is with land!

### Uses for Land

One has only to use his eyes while driving in the country over a weekend, while taking a trip by train or car, or while going about his daily tasks in the city, to realize the many purposes for which land can be and is utilized. The complexities of our modern living, the seemingly endless number of things we need, desire, and use, the services we demand and are willing to pay for, all depend and arise out of the use of land—Land Utilization.

Our cities, towns, farms, orchards, cattle ranches, forests, and mines are in existence only due to man's ingenuity in converting the God-given fruits of the earth, or natural resources, into what we need or desire by a variety of uses of land. Your automobile would not be in existence except for the various uses put to land in the harvesting of the natural products of the earth in the transporting, processing and assembling of these raw materials, and the manufacturing and marketing of the finished product. It would not run unless land was used for the production, transportation, storing and distribution of fuel. You would not be driving it if land was not used for the production, processing, transporting, manufacturing and marketing of your daily necessities of food, clothing and shelter. It is truly said "under all is the land".

It is obvious, therefore, that land is needed and desired by man when it can perform a useful function and he desires the right to use it. Land is immovable and cannot be replaced. Unlike your car which can be purchased at the

Mr. Andrew Turpie has been manager of the Real Estate department of Osler, Hammond and Nanton Ltd., Winnipeg, since 1946. He is actively engaged in the sale, management and appraisal of real property. From 1936 to 1946 he was mortgage loan inspector for this firm and as such supervised the management, and sale of property investments owned by insurance, trust and mortgage companies. He is a member of the American Institute of Real Estate Appraisers and Vice-president of the Appraisal Institute of Canada.



factory and moved to your town or city where you will use it, you cannot buy a piece of land in Detroit and move it to Winnipeg. Its use is, therefore, related to its location and its location influences its use.

### Limitations on Land

While there are limitations to land use inherent in the land itself, such as shape, size, topography or location, of far greater importance are the limitations of use which man himself places on land. If no need or desire is evidenced by man, land will not be used, and be valueless. If land can be used to satisfy, even in part, only one man's need or desire it will have value to him, but if land can be used to satisfy many of the needs or desires of many people it will have value to many people. Because the right of use is inherent in ownership, many people will compete for ownership and the intensity of this competition will determine the extent of its value.

The use of one piece of land affects the use of adjoining and neighboring lands to the extent that it satisfies a need or desire or creates a need or desire. As was seen earlier, the gathering of our natural resources creates a need for facilities to handle their gathering, transporting, processing and marketing and land was used for these enterprises. Land is also needed to feed, clothe and house the labor force required. The choice of land used for these various purposes has had a direct effect on the location and formation of our hamlets and villages and to their growth into the towns and cities of today.

### Changing use of Land

The changing use of land is continually changing the pattern and growth of our cities and affecting their future

Continued page 14

# Watch that Capital Gain

## ... it may be taxable

What is legitimate capital gain? And what is not? These questions are dealt with in this thought-provoking article. Typical cases are explained to give you an understanding of how the law rules.

by Redmond Quain Jr.

With a record housing boom taking place in Canada, many country dwellers and farmers are suddenly finding themselves with a city on their door step.

They find themselves being approached by inquisitive real estate agents and sharp-eyed speculators.

While happily contemplating the fat bank account that could be had by selling their property, few of them realize that a good part of that bank account may well be used to pay Income Tax.

At one time it was thought that as long as a person bought a piece of property in order to do farming or upon which to live, that should he ever sell the property and realize a gain, that gain would be completely free from tax. One need only examine a few of the recent tax cases on capital gains in order to realize that the original intention in buying the property no longer is a conclusive factor. It is merely one of many factors to be taken into consideration.

A Royal Commission in England recently delivered its third and final report on the Taxation of Income and Profits in the United Kingdom. Among the topics covered by the report was that of capital gains.

This report gave a very interesting list of what they called "badges of

trade" that should be taken into consideration in deciding whether a particular transaction gave rise to a capital gain. This list is reproduced below and illustrates clearly that original intention or motive is merely a factor.

1. "The subject matter of the realization".
2. "The length of the period of ownership".
3. "The frequency or number of similar transactions by the same person".
4. "Supplementary work on or in connection with the property realized".
5. "The circumstances that were responsible for the realization".
6. "Motive".

The factors listed above, it must be borne in mind, are only aspects which will be given weight. In other words, in examining any particular transaction one might properly omit consideration of several of the factors above and still arrive at a proper conclusion that the transaction gave rise to a capital gain.

In other words a court may agree that the taxpayer in originally purchasing the property had no thought in mind other than simply holding the property for his own use. Yet it still may come to the conclusion that the sale of that property gave rise to a gain which is taxable.

### Some Typical Cases

Let us consider some typical cases in which the Courts have had to decide whether a profit made upon the sale of property or real estate was or was not taxable. (There are many types of transactions which can give rise to capital gains other than real estate sales. For example, bulk sales of inventory, profits made on foreign exchange transactions, stock market profits etc.). Here, we shall only consider a few cases having to do with capital gains on real estate transactions where the taxpayer was an individual and not a corporation.

The great majority of cases on capital gains are decided in the Income Tax Appeal Board and never appealed. Capital gains cases are hard cases to decide. There is no statutory definition of a capital gain and many of the situations considered seem to fall very close to the border line.

The word "Court" is used loosely throughout this article so as to include the Income Tax Appeal Board which in actual fact is not a Court but an administrative tribunal.

It has been said that hard cases make bad law and this would seem to be so with respect to capital gain cases. Where there are a large number of decisions, as there are in the Income Tax Appeal Board, on a particular subject, one is bound to find conflicting statements and conflicting principles.





Therefore, when one reads Income Tax Appeal Board cases on the subject of capital gains, they should not attach too much importance to any particular statement made in any particular case.

A farmer learns that a highway is to be constructed across his land. On learning this he proceeds to strip the top soil, advertises it for sale, and succeeds in selling 1200 truck loads at \$10.00 a ton. At the same time he carries on his other farming activities. Is the gain taxable or not?

In such a case it was held by the Income Tax Appeal Board that he was not taxable on the profits realized and that what he had done was a reasonable thing in disposing of a capital asset and that he had employed the best method to bring about the disposition.

An individual acquires at a Sheriff's sale approximately 300,000 square feet of land. He maintains that he has purchased the land in order that he and other members of his family may have sites on which they may later build. Later, a strip of land wide enough to open a street is granted to the municipality. The land was thus divided into two parts and one part became a residential section and the other a business section. The individuals retain the land termed residential and sell the land situated in the business part. Upon the sale a profit is realized.

It was held that in such a case the profit was not taxable.

In another case a wholesale meat dealer in September, 1950, at the suggestion of a friend who was in the business of building homes, purchased 78 lots for \$78,000.00. In the office of his friend he met a person to whom he sold the lots for \$117,000.00 thereby realizing a profit of \$39,000.00 or 50% on his investment in two months. In such cases the individual was held taxable by the Income Tax Appeal Board. Great significance was attached by it to the fact that the lots were purchased by the taxpayer at a time when, and in an area where, the building of homes was at a peak. Weight was also given to the fact that the appellant was advised to buy and advised to sell by a person who had considerable experience in the building of homes and the buying of land and who was also aware of the great demand for vacant lots by home-building contractors. The extremely short duration of the holding was also given weight to in the finding.

Consider the case of a person who is able to establish clearly that he bought a particular piece of land for his own domestic use or for purposes

of renting it, and who is able also to clearly establish that, for a reason than that of making a profit, it was necessary for him to dispose of the property, and upon so disposing realizes a substantial profit? In other words, he is clearly able to establish that he had no intention to carry on a business. But suppose further that he proceeds in a very business-like manner to sell his property. He has the property surveyed, a sub-division plan imposed on the property, advertises extensively in the newspapers, places large signs on the property, sells the property lot by lot over a number of



Redmond Quain, Jr., author of the article, has the unusual distinction of being both a chartered accountant and a lawyer and practises law with the firm of Quain and Quain in Ottawa. He was formerly with Price Waterhouse & Company in Houston, Texas and McDonald, Currie and Company in Quebec and Ottawa. He is a member of the Institute of Chartered Accountants of Quebec.

years and engages in no activity over a period of years other than that of disposing of his property?

The writer suggests that a Court in such a case would likely find the profit taxable even though it might find that his avowed reasons for buying and selling were in truth his reasons for buying and selling.

But suppose in the above case the individual had not made such energetic effort to make a good sale of his property. Suppose he had simply put a small ad in the newspaper that there was a block of land for sale. Suppose again he had still realized a profit. It

is submitted that in this case there would be a much less chance of his being taxed upon the profit (which profit in all likelihood would be smaller). What is the difference between these two cases? In one case the individual has been thrifty and is apt to be penalized. In the other case, he has been inactive and has not been penalized.

One can look at this in two different ways. One could say that there is an irrebuttable presumption created against a taxpayer who has in fact carried on a business that he had the intention to do so. Or on the other hand, one could argue that intention can be completely irrelevant if the taxpayer has in fact carried on a business. Practically speaking, it is not important which of these two propositions is correct. The effect is the same.

### A Contradiction in Terms?

Section 3 of the Income Tax Act provides in part as follows:

"The income of a taxpayer for a taxation year . . . includes income for the year from all (a) businesses, . . ."

Turning to section 139, sub-section (1), paragraph (c) one finds "business" defined as including "an adventure or concern in the nature of trade".

It is suggested that the words "adventure" and "trade" do not go well together. To the writer the word "adventure" connotes the idea of singleness, as isolated foray into the unknown. On the other hand, the word "trade" to the writer conjures up the idea of a series of transactions as distinguished from an isolated transaction. If we give the word "adventure" the idea of singleness then the word "business" would seem broad enough to include a single transaction. On the other hand if we weight the word "trade" and understand by it to mean a series of transactions then a single transaction conducted by itself, and not accompanied by other similar transactions, would not appear to be taxable. The writer suggests that this conflict in terminology might well be a root source of difficulty in deciding many capital gains cases.

### The Supreme Court on Capital Gains from Real Estate

Let us consider some of the factors given weight to by the Supreme Court of Canada in decisions by it concerning real estate.

In *Noak vs M.N.R.* 53 D.T.C. at P. 1212 Kerwin J. speaking for the Court gives weight to the factor of frequency and to the factor of speed of realization.

Continued page 24



## How To Sell a House

Here's a refreshing look at the problems of selling a house — from the owner's point of view. "You take more insults than are hurled at a baseball umpire" says the author, "and you just grin and bear it."

By Frank Morriss

reprinted from the Winnipeg Free Press

Miss Polly Adler, the lady who wrote an interesting little social document entitled *A House Is Not A Home*, moved a good many times during her career. Not for the same reason as most of us, I hasten to add, but there must have been the same trials and travail.

For once you've put your home on the market it becomes a house, and you are forced to sit back and grin while hordes of people stampede through the place peering into your closets, musing up your linoleum and ruffling your disposition until it is as edgy as the cat on Mr. Tennessee Williams' hot tin roof.

The whole thing starts off something like this: For a long time your wife has been agitating to move. She has pointed out that there isn't enough closet space, that the children are growing up and need extra rooms, that the neighborhood is running down, and that she is sick and tired of the whole thing. Finally you give in.

For a man is a creature of habit, and he seldom likes to be disturbed once he has settled down in familiar surroundings.

However, you give in. You always do. And the next thing is to list your house with a rental agent or a group of rental agents. A man comes over, looks at the joint, sets a price always within \$500 or \$1,000 of what you can expect to get. This, he says gives you the bargaining edge.

WHEN THE REAL estate man has gone, your wife bursts into tears. Between sobs she will ask "why do we have to sell our home? We have been so happy here, etc., etc., and etc." Having soaked several handkerchiefs with brine, she gets on a high horse and rides off in all directions, wielding mop and pail, scrubbing, polishing and scraping. Generally, the man is forced to help in creating this chaos.

Eventually, everything is in order. Your wife puts on her best house dress, you are told not to remove your coat and tie, and you sit in the parlor.

You sit, and sit and sit, and you take more insults than are hurled at

a baseball umpire in Brooklyn. And you just grin and bear it.

Up to the arrival of the first prospective buyer you have always looked on your home as something special. The drapes and the chesterfield are just to your taste, your pictures are perfect for you, and the rug is a smooth expanse of mushroom beige.

WITH THE ARRIVAL of that first caller, you are disillusioned. You answer the doorbell with your best welcoming smile, to be greeted by a woman with a nondescript hat and a frigid expression. Just behind her is a man looking sheepish and embarrassed. Men have a natural reluctance about prying into people's homes, but women seem to adore it . . . at least the ones looking at houses do.

The woman walks to the door of the living room, stops and sniffs.

"Not much space in here is there?" she says. "And does the chimney smoke?"

For the next 10 or 15 minutes she pries into everything in the house.

Continued page 26



## The Secret of Selling Real Estate

by Peter Della-Porta

**Mr. Peter Della-Porta**, before coming to Canada two years ago, was Manager for the State of Queensland for Willmore-Randell. This organization with thirty-six branch offices and a staff of over 450, has finalized over 50,000 individual Real Estate sales during the last five years. Mr. Della-Porta personally controlled nine branch offices and about 160 salesmen, and his firm transacted a greater volume of business than any other Real Estate company in Queensland during the period when he was general manager.

Mr. Della-Porta studied appraisal work for two years at Melbourne University and holds the diploma of A.C.I.V., the Australian equivalent to the M.A.I.

He is now manager of the Galt, Guelph and Kitchener branches of Ridout Real Estate Limited and is a director of the K-W Real Estate Board.

Everywhere you hear people talking about the secret of steel making, the secret of baking a cake, the secret of rhythmic dancing, the secret of this and that, and, of course, the Secret of Real Estate Selling.

Can't a person sell a house without feeling he has to bring out a Ouija Board, a Crystal Ball and some old Tea Leaves? Some people seem to think that successful selling is such a big mystery, that top salesmen only do it under cover of darkness. Actually, they are so intent on finding the secret of a selling formula that they miss the fact that most of the steps in selling a house are usually as obvious as the "wart on Grandpa's nose."

Let's forget about all the spiritualists and fortune telling equipment and with only our tired old "noggins" to help us, take a look at the subject.

To sell Real Estate successfully, you have got to have a good stock of correctly priced listings and number of prospects to look at them. Obtaining prospects is the secret of our business and to make a lot of sales you have to have a lot of prospects. No matter how smart you are, no matter how

much knowledge and information you have gleaned from Sales Training Courses and your Sales Manager, you can't sell a house until you have found someone who wants to sell one and someone to sell it to.

To get a lot of prospects amounts to seeing and talking to a lot of people and keep in mind that having a lot of prospects is the first requirement for success in Real Estate selling. What makes it tough for the salesmen is that most prospects either sleep all day and come out only at night, or they disguise themselves as "wandering hobos or sailors" who have no need for houses. At least none of them ever walk around with signs on their chests saying: "I am a prospect." If they do have a sign on their chest, it is usually, "Eat at Joe's" and those men are generally not very good prospects anyway.

Occasionally, of course, a prospect may walk into our office in broad daylight, friendly, bare-faced and trusting; a carry-over from the earlier days of rugged individualism, a kind of throwback to the pioneer period when

Continued page 24

# **Make PUBLICITY**

## **Build your Business**

**Here are some pointers on how to get  
free publicity for yourself and your  
business. The rules are simple and if you  
follow them you will become better known and your  
business will expand.**

### **By Bruce Barnett**

"How can I get publicity?" is the question that should concern every wide-awake realtor for publicity is the magic stuff of this modern competitive economy. It has been said that the race goes to the swift and the strong and in its way this is true enough. But the race, more and more is being won by the well-known.

Publicity comes in two packages. One is labelled "paid" and this is the expensive kind that costs you dollars out of your own pocket. This is the publicity you buy to advertise properties and your name at the same time gets a plug. This is the essential publicity you must do and it will yield it proper rewards. Paid advertising is your most useful tool of trade and it is ably abetted and supported by what is in the next parcel.

The other package comes gift wrapped. But don't be misled by its bargain price for this "free" publicity can do you a power of good. It can boost your reputation—and strengthen your pocketbook.

A simple set of rules will guide you to success in the quest for free publicity and the job will be easier than you think. As a realtor you have a first rate advantage over other businessmen in competing for a mention of your firm's name. The very work you do gives you this advantage for

you deal with things affecting, in one way or another, the lives of your community. That new building, those apartments, that housing development, the subdivision—these mean more jobs, more homes, more people. You deal with the situations that make news.

And this all ties in beautifully, for the first rule for free publicity getting is this: "it must make news. If its interesting, it's news."

### **Slant Your Story**

When you start to look for news-worthy items, look first around your office. Many newspapers have special columns of real estate news and those promotions in your office, the additions of personnel, the expansion programme, the retirements, the new fields of activity—all these are legitimate items for presentation to the newspapers. Then too, many of those routine sales and purchases negotiated through your office make news, especially those financing and refinancing deals. In dealing with these, however, you have to find an angle, something to slant your story towards, a "peg" to hang the story on.

And that brings us to rule number 2: "Find a human interest angle". Sometimes this needs research. For instance that very routine sale you put through yesterday, might have been a house standing on a spot where

an Indian village once stood, or a trading post once flourished. Historical angles are good and generally will rate your story a big "play".

Rule three deals with money. It says: "The bigger the sales, the bigger the story". This rule has to be applied with discretion. What is a big sale in one town is peanuts in another. And remember that names—big names—make news for you. If your office is connected with any negotiation involving some well-known person, agency, or corporation, then you have a news story on your hands.

"When your sales involve prestige, then that's news" is the next rule. Factories, well known plants which have a reputation, and which have built up prestige over the years by their own promotion and products, will put you in the news picture if you handle their transactions.

Large real estate developments offer a perfect opportunity to the publicity conscious realtor. It may be that you should call in a public relations man, if the development warrants it, or try your hand at a P.R. programme yourself. A situation such as that offered by a development, calls for very thorough appreciation of timing and of the art of breaking the story into serial like installments, always building the interest from one chapter to the next.



As an example of this, let's imagine that a realtor has been instrumental in grouping together some 40 acres which he has sold to a builder. The latter intends to build 150 modern homes. The first story sent by the realtor to the newspapers, gives these facts, describes the homes in general terms, says who the architect is, how the financing was done and starts to build anticipation in this progressive project.

## Second Shot

Some weeks later, our realtor fires his second publicity shot. He reports that the builder is well under way with his demonstration house and that yours truly is the exclusive sales agent. This story recapitulates some of the basic material from the first release, to give it solid substance.

The next story is a natural. It says that the model house is nearing completion, when the opening date is, and gives details of the house.

Now the build-up is completed. The final story is the big one. It is released the weekend that the development opens. It summarizes much that has gone before, and its supported by 8" x 10" photos (glossy), and photostats of floor plans. If our realtor succeeds in having this published, he has indeed made himself some big news.

But this is not the end. There are still paragraphs to be got on the development progress, further pictures to be placed as the work progresses on the development.

## Ideas Are Paramount

If you are prepared to devote some solid creative effort and thinking, and have a real knowledge of your subject, you can build yourself a great deal of publicity by providing analytical stories for newspapers and magazines on the real estate profession. This type of story may condemn, praise, interpret, propose, exhort, appeal—in short you express your personal opinion.

You may for instance, write on proposed legislation and how it will affect land values, comment on property value trends in your locality, predict price movements, analyze and comment on new building and house design. You may like to criticise real estate taxes!

In this task of securing publicity, ideas are paramount, but it is also most important to know how to set down these ideas so they may be acceptable to editors. The latter are

## Check List—How to Get More Publicity

- ☐ Find out which of your activities make news
- ☐ Seek a human interest angle
- ☐ Base your story on this angle
- ☐ Divide your development's progress into a story-series
- ☐ Learn to work with your real estate editor
- ☐ Space your shots
- ☐ Keep in the news columns until last house is sold
- ☐ Have a professional shoot plenty of good photographs
- ☐ Learn the value of "think" pieces
- ☐ Create colorful, concise copy
- ☐ Get your news in fast — it's perishable

generally quite willing to allow some personal publicity for the realtor, as long as they get their stories the way they want them. And that means, newsy and well written.

In preparing material for newspapers particularly, be concise and not wordy. Make your sentences short, your thought logical. Newspapermen always try to give the essential facts of the story in the first paragraph. When you read a newspaper you judge the news item on the first paragraph and that's just what the editor does.

A cardinal reporter's rule is: the first paragraph must answer the question of who, when, why, what and how. Another tip: weed out the adjectives and high-sounding phrases, they only weaken the story. A news story is a statement of facts, not a free advertisement for yourself. Your publicity comes from a factual presentation of what you and your company did as a logical part of the story you're telling.

Editors, incidentally, not only do not read repetitious stories, but they also throw in the basket badly presented ones. So make sure your releases are neatly typed, and double spaced. Submit copy early, at least three or four days in advance of the release date.

One word of caution. In embarking on your publicity campaign, go easy with your editor. You may buy a great deal of space but don't use this as a lever. Most newspapers are very jealous of their integrity and will blacklist your material if you try to force your way in. The only way is to present the facts in an interesting and newsworthy way. Then your story will make the grade and you will get the publicity.

Many realtors find themselves too busy to concern themselves with the mechanics of writing, typing, getting photos and photostats and mailing of publicity releases. Many too, feel their name is well enough known not to require any further publicity. This is short-sighted. The more people who think of your name first, the more avenues of business will open up to you.

One medium sized Realtor's office in the United States hired a public relations man because competition was becoming fierce. Until that point this Realtor was only known in the immediate vicinity of his own town. Within four years his name was known from coast to coast and he is regarded in professional circles as the man who handles the "big" deals. The public relations man is drawing \$15,000 a year. You can figure what he must be worth to the Realtor. ●

**Realtors**  
**LET US SAVE YOU MONEY**  
*on your office  
stationery and printing  
requirements*

We will be glad to quote on your letterheads, envelopes, cheques, business forms and direct-mail advertising. Quality printing at rock-bottom prices.

Mail sample copy to:—



**PRINTING & DESIGN SERVICE**

392 Bay St.

Toronto

**SOMEBODY DOESN'T KNOW...**



that the **QUICKEST WAY TO SELL  
REAL ESTATE**



**IS THROUGH .....**



**GLOBE and MAIL**  
WANT ADS  
EMpire 3 5331

## APPRAISAL SECTION

Continued

development. The establishment of a substantial plant on the outskirts of a city will tend to create a demand for neighboring lands to be used for the convenient housing of the labor force required. In turn this will create a demand for land to be used in servicing this population by supplying the goods and services it requires. This convenient labor force and the services it requires may attract other industry and the process or growth goes on and on.

### Land use Regulated

Man also limits his own use of land, for purposes which may be needed or desired by some, in the interests of many. These limitations are in the form of governmental regulations and can be broad or limited in scope. Laws governing the transfer of the rights of ownership, building by-laws or codes, and zoning regulations all contribute to the limiting of land use.

Zoning regulations can and do vary greatly throughout the country as they are drawn up by local governments to meet local conditions. Generally, however, their purpose is to protect existing real property interests and to safeguard all people. They usually designate certain areas of the community or specific parcels of land to be used for certain purposes such as residential, commercial, industrial or agricultural development. Within each of these broad designations, many limitations can be and are imposed but to achieve their purpose zoning regulations of any kind must recognize the general pattern of land use which will be beneficial and which an area needs to attain social, economic and civic balance. If not enough or too much land is designated for any purpose, based on the needs of the area, the effect will be detrimental and values will suffer. Obvious examples are the areas with too much industrially zoned land with not enough residential land to support the industries which can be accommodated, and the areas with too little industrially zoned land to support people the residentially zoned land can satisfactorily house. The restrictions placed on land use by zoning regulations are far reaching and have a definite effect on value.

### Restrictions and Value

Of no effect on value, however, are restrictions placed on his own property by the owner himself. Ownership gives a man not only the right to use but the right not to use. The owner of land on which there is an old house, being surrounded by commercial development and in demand as such, can refuse to develop his property commercially without making it any less valuable. He, himself, can not create or destroy value—it is supply and demand which does. If there is sufficient demand for land for a use which would result in a high value, its value would not be less if an owner refused to permit that use.

This fact is recognized as a basic principle of real property value—the principle of “Highest and Best Use”. As applied to land, this principle can be defined as

1. “That use of land which may reasonably be expected to produce the greatest net return to land over a given period of time.” or,
2. “That legal use which will yield to land the highest present value”.

The principle of “Highest and Best Use” is used most often in the discovering of over or under improved properties. It is also applied in estimating the value of land where no other evidence of land value is available. It is applied continuously by all those dealing in real property who ask themselves “would this property be worth more if used for something other than its present use”. ●

## President's Report

Continued

bers of the Eastern and Western Executive Committees and to all the Committee Chairmen and Committee members, for the wonderful support they have given me throughout my term of office. I am also grateful to the Local Member Boards throughout Canada, their Officers and Members for the staunch support they have accorded me. Without all this help little would have been accomplished.

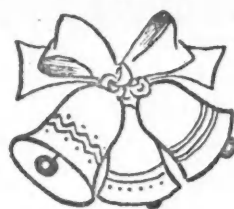
### Tributes

I would also like to pay tribute to the great work done by our executive staff consisting of Executive Secretary, Bill Follows and Miss Derbyshire. Bill has been untiring in his efforts on behalf of the Association and at all times has been most helpful and co-operative to me. Thank you sincerely Bill Follows and Miss Derbyshire.

Finally, but by no means least, I would like to thank the Toronto Real Estate Board President, Bill Dobson, his Executive and the staff for the great support and co-operation they have given us during this period.

To President-elect Roy and Vice-Presidents-elect Jack Stevenson and Murray Bosley, I extend my best wishes for a very successful 1956, and assure them that I will be only too happy to assist them in anyway I possibly can.

This being the Christmas issue of the Realtor, it gives me once again the opportunity of wishing each and everyone of you and yours, very Merry Christmas and a Happy, Prosperous and Healthy 1956. We Realtors have much to be thankful for in 1955 and from all indications 1956 should be another banner year of growth and prosperity throughout this great Canada of ours. ●



*We Wish To Extend  
Compliments Of The Season  
to the*

**REAL ESTATE DEALERS  
of Toronto and Ontario**

**DAILY STAR WANT ADS**

**KEN  
BELL**

**LO. 0401  
TORONTO  
41 DOVERCOURT  
ROAD**

**CONSTRUCTION  
& REAL ESTATE**

**Signs  
IN QUANTITY**

### ART WORK . . .

**SKETCHES, LAYOUTS, IDEAS FREE . . .  
IT'S ALL PART OF OUR SERVICE**

Your present sign duplicated.  
Your idea developed or an entirely new design created. A full size layout rushed to you for your approval. No obligation.

### SHIPPING . . .

**PACKING, DELIVERY, SHIPPING  
COSTS YOU NOTHING**

Whether by our trucks, post, express or transport, there is never a charge. The same economical prices are available to you regardless of distance.



### Topic: TNT—Today Not Tomorrow

**Mr. Harrison L. Todd**, president of Leon E. Todd, Inc., operates an office in Camden, New Jersey, plus a sub-development at Medford Lakes, New Jersey. His sales talk includes information assembled from realtors across the U.S. on successful selling ideas. He is a director, National Association of Real Estate Boards, a Governor, National Institute of Real Estate Boards, a member, American Institute Real Estate Appraisers, Past President, New Jersey A.R.E.B.



### Topic: Some Pitfalls To Be Avoided By A Broker

**Mr. R. B. Whitehead, Q.C.**, has been Superintendent of Insurance for the Province of Ontario since 1944. Prior to that, he was Securities Commissioner for the Province for six years. He is a graduate of Queen's University and Osgoode Hall. He was a Company Commander with the 8th Battalion during World War I and served in France until the Battle of Amiens. On his return he was a solicitor for many years before being associated with the government.



### Topic: Grist For The Grin Mill

**Mr. Orlo M. Brees**, is renowned for his keen wit, his inimitable humor and common sense philosophy. Born in Illinois, he came up the hard way—coal miner, textile worker, salesman, teacher, printer, editor, publisher. He has added to his education at many universities including Columbia, and the University of Vienna. Twelve years in the New York State legislature, from which he retired in 1952, won him the reputation as a champion of free enterprise.



### Topic: Industrial and Commercial

**Mr. J. O. Hodgkins**, is a graduate of Upper Canada College, and has been primarily engaged in the industrial real estate business. He heads the industrial department of Shorthill and Hodgkins Ltd., and is vice-president. He is an active member of the Society of Industrial Realtors, whose headquarters are in Washington, D.C., and is the Canadian Director of this organization. He was born in Welland, Ontario, is married and has a daughter, Sandra.



### Topic: Mortgages

**Mr. V. Gianelli**, has been associated with the Canada Life Assurance Company since 1923 and has served in all divisions of the mortgage section. He was responsible for providing a survey and recommendations for his company for Ontario, New Brunswick, Nova Scotia and P.E.I., when the original Dominion Housing Act came into force. After World War II service abroad, he was moved to London as manager of the Western Ontario Mortgage Branch of his company.

## CONFERENCE

*Ontario Association  
Thirty Fourth*

Prince Edward Hotel  
Windsor, Ontario

Here is a  
some of the  
special

Here are the personalities who are going to make the 1956 Ontario conference a big hit. They are the speakers and round-table captains who will bring to you a wealth of personal experience and will conduct the discussions which cover just about every topic you can think of.

### Unique Conference Features

This 34th Annual conference has been completely overhauled for your benefit based on suggestions and criticisms from former years. We have drafted a completely and different approach to our earlier procedures.

In former years the practice was to register in advance for the conference only. This year your advance registration covers all conference functions. All luncheons, dinners, business sessions, entertainment receptions, tours dancing. In other words its a package deal, and by the way, considerably less expensive under this plan than in former years.

### Delegate Participation

Many times over the years we have heard the same old story. "Nobody answered my question" or "I never had an opportunity to discuss my problem". This year we guarantee to answer any question—on real estate



# PERSONALITIES

on of Real Estate Boards  
th Annual Conference  
at the

February 12 - 14th  
1956

## a Review of e Conference's al features

of course—you may have. You can ask your questions at the round table sessions. We believe we have every field of real estate well taken care of.

### The Way it Works

Round table sessions will be held on Monday afternoon, Tuesday morning and afternoon. At least eight tables will be in operation simultaneously during the round table sessions and delegates can move from table to table to cover all the subjects which interest them.

Here's a suggestion to enable your office to cover all fields of real estate. Appoint one man from your firm to cover each round table. Have him take notes and draw up a report on the table he attended. Gather all the notes from all eight tables together and you will have a complete conference story. This will give you many topics for sales meetings and many ideas you can put to work for your firm.

### Just a Tip

Hotel space in Windsor will not be too plentiful. We have only been able to obtain 125 rooms in the conference hotel. If you want to register at the conference hotel—do it **NOW**. A conference registration page appears in another section of this magazine. Fill it in and mail it today for sure.

CANADIAN REALTOR — DECEMBER, 1955

### Topic: Advertising

**Mr. George H. Ridout**, president of Ridout Real Estate Ltd. He is 35, is married with 3 sons and 1 daughter. He is president and director of the Ridout Real Estate Corp., New York and is president and director of several other companies. He is a member of many real estate boards and institutes and is an authority on all aspects of real estate, especially legal points. His company spends \$250,000 a year in advertising and pays \$2,000,000 to its staff.



### Topic: Residential Selling

**Mr. J. V. Laffey**, is a native of Ireland and is a B.Comm. Dublin University. At the age of 23 had "high falutin" title of "Chief Inspector for Irish Free State for Canada Life Assurance Co.". He believes there is a great similarity between selling life insurance and selling residential real estate. Came to Canada in 1947. He joined W. H. Bosley and Co., in 1952 to take over their residential sales department and has upped residential sales by 400%.



### Topic: Farms

**Mr. Wreford J. Nix**, is an authority on farm sales. He is vice-president of the Toronto firm of Hunter, Nix and Telford Ltd., realtors. Mr. Nix, who was born at Malton, entered the real estate business after the war and for four years was manager of the farm and suburban department for one of Toronto's largest real estate firms. He is regional director of the O.A.R.E.B., and chairman of the Speakers' Bureau.



### Topic: Co-operative Listings

**Mr. P. A. Seagrove**, is recognized as Canada's outstanding authority on co-operative listing method of merchandising real estate. He received first hand knowledge of this method through many visits to successful real estate boards in the U.S. He was secretary of the Hamilton R.E.B. for three years and organized the co-op there. Active in real estate for over 25 years, he is a director of the Ontario and Canadian Associations.



### Topic: Listings

**Mr. Carl M. Roadhouse**, is president of the Brantford Realtors Association and is sales manager of P. J. Harvey, having been associated with him for six years. Prior to that he sold advertising for thirteen years. He is a past president of the Brantford Optimist Club and was chairman of the Rent Control Board for the City of Brantford for one year, until its termination in March, 1955. He is married, with one child, and a keen churchman.





# Association of Real Estate Boards

## THE ONTARIO REALTOR

### EXECUTIVE COMMITTEE

Bert Katz, President, Ottawa  
C. R. Whitney, Vice-President, Kitchener  
Regional Directors: F. C. Corp, Windsor; L. J. Smythe, Hamilton; W. J. Nix, Toronto; R. J. Platt, Fort William; F. N. McFarlane, Ottawa.  
H. W. Follows, Secretary-Treasurer,  
1883 Yonge Street, Toronto

Ontario Section Editor,  
F. N. McFarlane

## TORONTO

### Toronto Sales Conference

Start the New Year right! On January 4, the Toronto Real Estate Board will hold its first one-day Sales Conference at the Royal York Hotel and a cordial invitation is extended to all brokers and salesmen in Ontario to come and hear two outstanding speakers.

The Toronto Board is proud to present Mr. Arthur Storm and Mr. David L. Montonna, M.A.I., S.R.A. who together will present a full day program of real estate ideas which will give you something useful to take away with you.

Mr. Storm is Executive Vice-President of George H. Beckman Inc., Teaneck, N.J. He is District Vice-President of the New Jersey Association of Real Estate Boards, Past President Teaneck and Eastern Bergen County Board of Realtors, Past President Teaneck Chamber of Commerce, Past President Teaneck Rotary Club, and Past District Governor of Rotary International.

Mr. David L. Montonna, M.A.I., S.R.A., hardly needs an introduction to Ontario Realtors. He has conducted three very successful appraisal courses in Toronto and has served as Lecturer and Dean of Appraisal Courses in more than twenty universities and colleges, and has written many feature articles on all phases of real estate valuation. He is a governing member of the American Institute of Real Estate Appraisers as well as Chairman of the

Educational Committee of that organization.

A full-course chicken dinner will be served—all this for \$5.00.

Don't miss this opportunity of hearing speakers on January 4, 1956 at the Royal York Hotel, 9:30 a.m. to 4:30 p.m.

Tickets should be obtained from the Toronto Real Estate Board, 1883 Yonge Street, telephone EMpire 6-7945.

## Guelph Monthly Dinner

The Guelph & District Real Estate Board, held their Monthly Dinner Meeting, on Monday, November 21, 1955, at the Latin Room of the Green Rooster Restaurant. This was Ladies Night, the President Mr. Marshall T. Revell and his wife greeted those attending. The evening was a most enjoyable one, including Turkey Supper, Sing Song, Cards and Dancing. The Members' wives took an active part in the musical arrangement. Mrs. Nodwell and Mrs. Revell played for the Sing Song, and Mrs. Edgar Bradley and her husband supplied lovely dance music. From all reports of the success, the Members now want it to be an annual event.

## St. Catharines-Niagara

The St. Catharines-Niagara Real Estate Board have finally selected a name for their regular news letter. It is now known as the Realtor's Intercom which name was submitted by Mrs. Foley of C. C. Patterson's office.

A delightful Ladies' Night Party was held at the Esquire Hotel, November 24th. After an appetizing buffet dinner, "The Drifters" provided music for dancing.

The following members who took the St. Catharines-Niagara Real Estate Course back in October have all passed successfully; Walter Boikoff with Andy Hawreliak, P. H. Carnegie with A. A. Youngblut, Robert Catton with P. J. Wall & Sons, R. Cooper with A. A. Youngblut, Stephen Dennie with himself, H. Duncalf with A. S. Kim-

berley, P. J. Gozen with Earl Thomson Real Estate Ltd., Colin Johnston with himself, Alice Katool with Edwin Taylor, Joseph Kovacs with C. C. Patterson, A. S. Kimberley with himself, Kurt Konrad with J. Danford, Wm. McGrew with Earle Thomson Real Estate Ltd., David Plumb with Lorne A. Plumley & Son, J. H. Romagnoli with A. S. Kimberley, Dorothy Shaw with John Necmko, Hubert Sheekan with himself and Agnes Wurst with A. A. Youngblut.

## Chatham

The Chatham Real Estate Board have had regular meetings with excellent speakers on timely topics, on the first Monday of each month. For December the Board are having special pictures and a special gift meeting to bring in the Christmas spirit.

## Kingston to Join Co-op.

On Tuesday, November 15, the Kingston Real Estate Board enjoyed the pleasure of a visit from Bert Katz and Norman McFarlane. The meeting took the form of a buffet supper.

## EVERYBODY

reads the

## Spectator

There are more Spectators sold in Hamilton DAILY than there are homes in the city.

FOR COMPLETE COVERAGE  
AND QUICK ADVERTISING  
RESULTS

use

## SPECTATOR WANT ADS

Serving one of Canada's fastest  
growing areas

THE HAMILTON SPECTATOR  
Est. 1846 Hamilton, Ontario

President Bert addressed the Board on what the O.A.R.E.B. does for its members and the value of attending conventions. Director Norm had a few words to say about Co-op listing and about the newly formed Canadian Institute of Realtors. It was indeed a very enjoyable and interesting evening and as a result of the visit, the Kingston Board expects to go into Photo Co-op very soon. A by-law to do this will be presented to the next general meeting of the Board.

The Kingston Real Estate Board is now incorporated and received its patent on August 16, last.

### Peterborough Attends Conference

Peterborough Real Estate Board was ably represented at the one day Conference held at Hamilton on November 4th. Immediate Past President Ross Thompson gave a 100% coverage at the November 23rd Dinner Meeting. Peterborough Golf and Country Club.

A Chartered Bus of Colonial Coach Lines left this City at 5.30 a.m. on November 14 for the Ottawa one day conference.

The speaker of the meeting Mr. F. J. Bashaw of Palm Beach, Florida, U.S.A. radiated a terrific amount of information and inspiration which was readily absorbed by the twenty-five wayfarers. The most impressive feature of the lectures was the great trend of elevating the business of the

## IN WINDSOR IT'S U. G. REAUME LIMITED

Residential, Commercial,  
Appraisals,  
Property Management, Farms,  
Summer Properties.

EVERY INQUIRY  
PROMPTLY ANSWERED

176 London Street West,  
802 Canada Trust Building

REALTOR —  
GENERAL INSURANCE

Telephone CL. 4-9289

## ONTARIO ASSOCIATION OF REAL ESTATE BOARDS

### 34th Annual Conference, 1956

Sunday, Monday, Tuesday  
February 12th, 13th and 14th

Prince-Edward Hotel, Windsor, Ontario

#### CONFERENCE REGISTRATION

TO: Mr. WILBROD BRISEBOIS, Registration Chairman,  
889 Wyandotte St. E.,  
Windsor, Ontario —

I plan to attend the conference, and enclose my cheque \$..... to cover the Registration Fee. It is understood in the event I am unable to attend, this advance fee will be refunded to me if I advise you before February 4th, 1956.

#### Registration Fee:

Brokers, Salesmen and Salesladies .....	\$30.00
Wives and Guests .....	20.00
Daily Registration .....	10.00

Registration fee includes EVERYTHING: ALL BUSINESS SESSIONS — ALL LUNCHEONS — ALL RECEPTIONS — ALL DINNERS — FINAL BANQUET — ENTERTAINMENT.

Make cheque payable to:  
Ontario Association of Real Estate Boards.

#### HOTEL RESERVATION

NOTE: Hotel reservations must be made on the special hotel reservation card and mailed direct to the Prince Edward Hotel, Windsor, Ontario, to be received by them before February 1st, to assure you of accommodation. Please be specific, state date and time of arrival. MAIL IT NOW!

Please indicate in the space provided below, the exact way in which you would like your name to appear on your identification badge.

YOUR NAME .....

WIFE'S NAME .....

## ONTARIO SECTION

"Real Estate Agent" to the "profession of a Realtor". In other words getting away from the "Catch 'em, Skin 'em and eat 'em" Practise.

Among those making the trip were Past President Ross Thompson, President Bruce Sargent, Vice President Austin Elliott and a number of the Directors. It was a long day, 20 hours, made most enjoyable by the affability of the Ottawa Committee.



### A Message From President Bert Katz

In the past six months I have visited seventeen Boards across the Province and it has been a privilege and a pleasure to meet so many of you personally.

Everywhere I have been met with the greatest kindness and hospitality and encountered that great good fellowship that seems to be characteristic of the real estate fraternity.

Whether it is this inherent natural friendliness in people which directs them into the real estate business may never perhaps be scientifically determined. I do know, however, that it has been a wonderful experience to visit with you and to have had a chance to discuss with many of you individually some of our common problems and aspirations.

I can report that practically everywhere in the Province business conditions are good, the outlook bright, and that our individual Boards were never healthier. We have indeed much to be thankful for.

To all of you and yours my I extend my heartiest wishes for the merriest Christmas ever and good health, happiness and prosperity in the bright New Year that is just around the corner.

### Photo Co-op Sales

Ottawa's Photo Co-op sales figures reveal that 4.9 out of every 10 listings are being sold, reports Norman McFarlane, Chairman of the Photo Co-op Committee. The figure was as low as 3.4 in July, when the Ottawa members put on a drive for better listings.

To improve the quality of Photo Co-op listings, the Photo Co-op, the Appraisal and the Advertising Committees got together.

The Photo Co-op Committee watched the new listings closely, and in some cases urged the listing people to withdraw them voluntarily. The Appraisal Committee under Eugene Lavoie devoted time at the monthly meetings to the problem; and suggested all use a special evaluation form when listing; and the Advertising Committee under Tom Shipman urged the public to insist their listing realtor supply a careful home evaluation before taking the listing.

The Photo Co-op's objective is 6 out of 10 by spring, 1956.

\* \* \*

Ten million dollars has been sold on Photo Co-op for the first 11 months of 1955. Of the sales recorded, there is a large increase in new homes and commercial properties over 1954.

### Personal Tour

Secretary Manager John Leith has begun a personal tour of brokers' offices. Two to three firms are being visited weekly, and mutual problems between the realtors and the Board are being discussed. In addition, John brings word of the National Convention held at Edmonton to those members who were unable to attend.

### Entrance Exam

Almost ninety sales people have written the Board's intensive 82 question entrance examination since it was started last January. Five failures occurred. The paper is being revised in January, based on educational suggestions made during the year.

\* \* \*

At a recent general meeting of the Ottawa Board, members heard a particularly constructive and interesting talk following dinner. The speaker was local barrister Charles Scott, and his subject "Mortgages".

A Christmas Party being held at the Chateau on December 14 is expected to draw 500 guests. The even-

## in OTTAWA Successful Real Estate Men USE JOURNAL WANT ADS

Because

1. More people read THE JOURNAL (Publisher's Statement)
2. More people with combined family incomes of \$6,000 and more read THE JOURNAL.

(53% — Gruneau Research Ltd.)

•  
IN OTTAWA  
USE  
Journal Want Ads  
for more results

SERVING  
CANADA'S CAPITAL  
since  
1917

Leddy-McFarlane Ltd.  
REALTORS

198 Bank St. - Ottawa  
2-4854

ing will include dinner, special entertainment and dancing. The Board's Christmas Party is an annual event.

### Ottawa Sales Conference

Ottawa and eastern Ontario real estate people numbering 174 turned out at Ottawa's Chateau Laurier on November 14 to hear Fred J. Bashaw give a one-day Sales Conference.

Education Chairman R. Wymark says that reaction to the Conference was so enthusiastic, he hopes it will be repeated next year.

The Ottawa Board were hosts to over 40 from Peterborough, Cornwall, Prescott and Brockville.



# ALBERTA

## Real Estate Association



Mr. W. J. Botterill

### ALBERTA ALBUM

A thumbnail sketch of your fellow Realtors in Alberta so you'll know who's who.

Born at Galt, Ontario, October, 1876. Education, public schools. Came West to father's homestead at Fleming, Saskatchewan in 1883 and moved to Edmonton, Alberta seven years later. In 1902 came to Red Deer.

Married 1904—four children. Entered the grain buying business in 1897 and in Alberta, 1900. Two years later started in the machinery business under the trade name of Latimer and Botterill, Wholesale and Retail. Sold out in 1910 and opened a real estate and general insurance business which has continued ever since. Two years overseas in First World War. Reorganized business in 1950 into a limited company as Botterill & McKee Co. Ltd. Because he is founder of company, his firm are the oldest realtors in the province outside of Calgary and Edmonton.

Recreation, sport, hobbies: Was active in amateur baseball as manager

of Red Deer Club when the club held the championship for Alberta for two successive years. Played hockey in the days when team was a seven-man team and no player was allowed replacement unless he had a broken leg or worse. The game was two thirty-minute periods. Main hobby, wild life, especially birds. Believes that a bird sanctuary in any community is a great civic asset and proud that Red Deer has possibly the largest and best in the province.

Served for 16 years as Alderman and Mayor, being first elected to council in 1904. Served on executive of Board of Trade for a quarter of a century and was three times president in first 30 years of membership. Was a charter member of Kenilworth Lodge, No. A.F. & A.M., Red Deer, which received its charter in 1907. Was Master in 1910, elected to Grand Lodge of Alberta in 1913, and to Grand Master in 1919.

Organized and became the first President of the Red Deer Rotary Club in 1923. Has excellent health as attested by 100% attendance for the past 30 years.

Has been a constant supporter of the Conservative Party, both federally and provincially, for over half a century. With one exception, however, refused to enter politics as a candidate: exception occurred in 1930 with unsuccessful contest for federal seat at Red Deer.

Has been in the realty and insurance business for the past 45 years. Has always felt the lack of organization to bring into force a code of ethics and to discipline its members. Was elected to original executive and later became second vice-president and zone representative for Saskatchewan and Alberta. Was a delegate to the Vancouver and Hamilton Dominion Conventions in 1947 and 1948.

Is proud of the achievements of the Alberta Real Estate Association and feels that realtors will soon be recognized as professional men. ●

### EXECUTIVE COMMITTEE

Stanley Melton, President, Edmonton  
A. M. Edwards, Vice-President, Calgary  
Directors: G. Magnussen, Lethbridge; E. R. Wiseman, Red Deer; H. Molstad, Edmonton; D. Johnston, Calgary; E. J. Card, Cardston.  
W. Frank Johns, Secretary-Treasurer,  
308—8th Avenue West, Calgary

### Calgary

Mr. W. Frank Johns, Executive Secretary put in a heavy October schedule during a flying visit to the west coast. He spent one whole day with the Vancouver Real Estate Board comparing operating methods and noting operating costs. On the following day he flew to Victoria to meet the directors of the Victoria Real Estate Board and addressed a special banquet meeting of the Board the same evening. It is understood that it was the largest meeting of Realtors ever held in Victoria.

The topic of Mr. Johns talk was "Multiple Listing Systems—Some Problems and their Solutions". The talk was followed by a 45 minute question period. Reports indicate there has been a considerable upsurge in Multiple Listings in Victoria since that evening. Mr. Johns feels that the enthusiasm generated at this meeting would indicate that the Multiple Listing System will become an integral part of real estate activity in Victoria.

Mr. Johns then moved on to Westminster where his visit was widely publicized by radio, newspaper and TV. The evening banquet, held at the New Westminster Elk's Hall was completely sold out and although an additional room was opened up, some Realtors were still turned away at the door.

The occasion of this banquet marked the 34th birthday of the Westminster Real Estate Board as well the inauguration of their Multiple Listing System. New Westminster is the 30th board in Canada to adopt the Co-op system.

Mr. J. J. Johnston who was mayor of New Westminster in the year when the Board was founded, cut the birthday cake. The President and several other Realtors from Bellingham, Washington, Real Estate Board came up for the occasion.

Mr. Johns, in his address "Real Estate in New Westminster Stands on the Threshold", outlined the many and varied changes and benefits that would come about in the city as a result of Multiple Listing.

## COAST TO COAST

### New Westminster

Wednesday, October 19th was red letter day for the New Westminster Real Estate Board. On this day the Multiple Listing Service was inaugurated with twenty-two charter members forming the nucleus of the Bureau. (The full membership of the Board is thirty). We had that dynamic Co-op Listing Expert, Mr. Frank Johns of Calgary to launch the Service. Frank roused so much enthusiasm that the evening dinner meeting was an overflow and necessitated the use of an additional dining room and the installation of a public address system. A record number of 148 people attended the meeting including six from the State of Washington U.S.A., which is a compliment to Frank Johns and a good omen for the future of the Multiple Listing Bureau.

A strong directorate has been appointed under the chairmanship of Stanley H. Jones with G. Basil Raikes as Vice Chairman and the directorate are, Fred W. Philips, J. K. Cooper and A. Kirk Gerow and Executive Secretary Miss Eleanor Hughes.

An office with adequate equipment and furnishings has been established and the New Westminster Real Estate Board Multiple Listing Service is all set to "GO".



The occasion was Frank Johns of Calgary visit to New Westminster and tour of inspection of Annacis Island a Four Hundred Million Dollar Industrial Development by the Duke of Westminster's Company, Grosvenor Estates. Reading from left to right, Mr. Stanley Boyce, Resident Engineer, Grosvenor Estates, Mr. Frank Johns (Executive Secretary, Calgary Real Estate Board, Mr. Ivor L. Parry, President New Westminster Real Estate Board, and Mr. Frank W. Wilson, Public Relations Director, Grosvenor Estates.

### Social Evening

The entertainment committee of the Saskatoon Real Estate Board tried something new and different for the Board by holding a social evening on October 31st. The idea went over very well with all the fellows getting behind the committee 100% and helping them put over a very enjoyable evening for all.

One of the main thoughts behind this evening was to help get the fellow realtors and their wives better acquainted, and we did just that. The evening consisted of dancing, a floor show, and a lovely supper with refreshments to suit everyone's tastes. The evening was met with such favourable reaction that it was voted to make this an annual event. It all took a bit of planning, and a vote of thanks should go to those who donated their time and effort to make this event possible.

### Saskatoon Realtor Dies

It is with regret that the Saskatoon Real Estate Board reports the passing of Mr. Thomas McClocklin.

Mr. McClocklin, President of McClocklin Real Estate established in 1910, one of the Senior Realtors in Saskatoon, passed away on October 17th, 1955. The business will be carried on by his sons Clifford and Os-

borne who have been active in Real Estate work with their father for a number of years.

Mr. McClocklin left Ontario at an early age and pioneered in much of northern Saskatchewan; starting as a merchant in Grandview, Manitoba where he was married. He then continued his way westward establishing a general store first at Humboldt, Saskatchewan. He moved to Kindersley, Saskatchewan for a few years, then to Saskatoon where he continued as a merchant for a while prior to entering the Real Estate business.

He was widely known throughout Saskatchewan, having handled a great many business and industrial properties with the growth of Saskatoon and district.

As one of the older realtors in Saskatoon, Mr McClocklin will be missed by his many friends in the mortgage and real estate business.

### Calgary Board News

The Calgary Real Estate Board held the annual reception, banquet and dance at the Hotel Palliser, December 9th, 1955. Chairman of the Program Committee was Mr. Walter E. A. Brown, and guests were greeted by Mr. and Mrs. Aubrey M. Edwards, President of the Calgary Real Estate

Many realtors have found the general insurance business a profitable sideline to real estate.

Our group of independent companies provides the necessary facilities.

WE WILL FORWARD  
INFORMATION ON  
AGENCY APPOINTMENTS  
ON REQUEST

**Massie and Renwick Ltd.**  
COMPANY MANAGERS

800 Bay St.

Toronto

Board and Mr. and Mrs. Ervie H. Jackson, Chairman of the Calgary Co-operative Listing Bureau.

The Calgary Co-operative Listing Bureau continues to expand its operations and now includes 77 co-operating member firms. The agents and salesmen connected with the Co-operative Listing Bureau now represent 90% of all active real estate men in the City of Calgary.

The Calgary Co-op continues at the million dollar a month level and in December, 1955 achieved the one thousandth sale for the year.

## MANITOBA

### Real Estate Association Has Meeting

S. A. Magnacca, Brandon, was elected president of the Manitoba Real Estate Association at its annual meeting held recently in the Prince Edward Hotel. Mr. Magnacca takes over the post vacated this year by Andrew Turpie of Winnipeg.

Other officers named to the 1955-56 executive are G. Barnett-Hamilton, Winnipeg, first vice-president; J. R. Stratford, Rivers, second vice-president; H. B. Budgell, Winnipeg, secretary-treasurer.

Twenty-five delegates from many sections of the province were in attendance at the meeting which got under way at noon hour. Highlight of the session was an address by vice-president of the Canadian Association of Real Estate Boards, J. S. Stevenson, of Winnipeg.

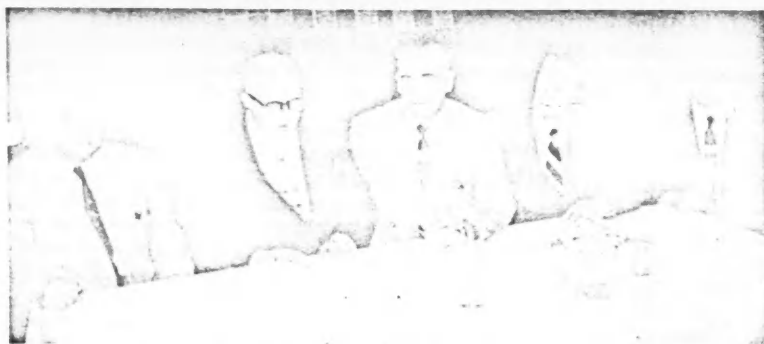
Directors for the ensuing year elected are, E. Maynard, Dauphin; J. M. McGillvray, Neepawa; A. A. Paul, Transcona; J. E. Sturley, Flin Flon; B. Newman, Carman; V. Driver, Winnipeg; D. J. Reid, Virden; L. W. Wallis, Glenboro; F. W. Roberts, Brandon; L. W. Collins, Brandon; Reginald Berry, Reston; A. Turpie, Winnipeg.

### Advisory Committee

Named to the advisory committee are, R. C. Aitkens, Boissevain; L. K. Johnson, Winnipeg; F. S. Toshack, Winnipeg; H. R. Wilson, Souris; Cy Baker, Killarney, C. R. Simonite, Winnipeg; W. C. Hughes, Brandon.

In his brief remarks the vice-president of the Canadian Association told delegates, "almost every business which is today expanding in this great country of ours has an association so that its members can have a voice in the affairs that concern its business".

Mr. Stevenson listed the reasons why the real estate boards across



At the annual meeting of the Manitoba Real Estate Association. From left to right: Messrs. G. Barrett-Hamilton, S. A. Magnacca, J. R. Stratford, A. Turpie, H. Budgell.

Canada decided that "an association national in character was necessary".

He said that at the present time there were 4,000 members, 50 boards as well as 6 provincial associations scattered from coast to coast. The guest speaker went on to make reference to the Canadian Institute of Realtors now conducting correspondence courses through the extension department of the University of Toronto.

In his remarks at the meeting the past president, Andrew Turpie, told members that the enrolment this year stood at 364, "the highest in history". While the majority are composed of Winnipeg and Brandon board members, the rural membership was also high.

### Winnipeg

Each year the W.R.E.B. cultivates good public relations by holding its annual meeting, at which an outstanding speaker addresses the meeting. A goodly number of the guests represent the legal profession, bankers profession and various financial and business institutes.

Plans have been formed to hold this outstanding annual event at the Royal Alexandra Hotel February 2nd, 1956. There will be a reception and dinner and an outstanding speaker yet to be announced.

The Winnipeg Real Estate Board will be happy to have any out of town realtors and associates attend, and if you are going to be in Winnipeg around February 2nd be sure to phone or get in touch with the Secretary of the Winnipeg Real Estate Board.

### Forecasts growth for Halifax

Mayor Leonard A. Kitz visualized Halifax in 1975 and described his visions to some 40 members of the Halifax-Dartmouth Real Estate Board who met at the Lord Nelson Hotel for their regular monthly dinner meeting Nov. 28th.

The mayor foresaw increased winter port volume here, the possibility of a new provincial building in the city, expansion of commercial districts and gigantic steps in housing development.

Referring to the founding of Halifax and its position as a Canadian marine bastion, he mentioned the large permanent Navy operations here and said service paychecks meant a great deal to the city's basic prosperity.

He saw the city as a center for Federal Government services and felt that as Canada grew, winter port volume was bound to increase here.

Continued page 26

Founded 1896  
REAL ESTATE  
RESIDENTIAL  
COMMERCIAL  
FARMS  
INSURANCE  
PROPERTY MANAGEMENT  
Roy Building - Halifax, Nova Scotia  
**ROY LIMITED**

**Blane, Fullerton  
& White  
LIMITED**  
Realtors, Financial Agents  
Insurance Managers  
Business established 1926  
517 Hamilton St., Vancouver, B.C.

## Capital Gains

### Continued

tion when he makes the following statement:—

"The number of transactions entered into by the appellant and, in some cases, the proximity of the purchase to the sale of the property indicates that she was carrying on a business and not merely realizing or changing investments".

There we see a contrast made between carrying on a business and realizing or changing investments.

If one is in the business of making income on investments, (e.g. renting apartments or houses) then of course the rental income will be taxed but changes in the holdings of the person owning the investments will not give rise to taxable gains. However, if the individual was turning over the properties extremely quickly and realizing gains in each case and if these gains were large in proportion to the rental income then it is submitted that the properties would be regarded in much the same way as the inventory of the retailer is regarded and that the gains would be taxable.

In the above case, Rand J. and Kellock J. confined themselves very narrowly to the wording of the Act, which in this particular case was the Excess Profits Tax Act. They simply posed the question as to whether the appellant carried on a "business" as that word is used in the Excess Profits Tax Act. Rand finds simply that the appellant was carrying on a business and approves the findings of the Judge. Kellock also approves the findings of the Judge and also approves his citing of a number of English authorities despite the fact that these English authorities make specific reference to the particular wording existing in the schedule of the English Income Tax Act.

### A. W. FARLINGER Real Estate Limited, Toronto

Residential • Commercial  
Industrial • Developers  
Mortgage Financing

2000 Yonge St. — MA. 1177  
752A Yonge St. — WA. 4-6607  
1769 Danforth Ave. — RI. 6364  
2475 Bloor St. W. — RO. 2-8151

In this respect it has been suggested that English cases should be shied away from in view of the fact they are based on the wording of an Act which is different from ours.

In another real estate case considered by the Supreme Court, *Campbell vs M.N.R.* (S.C.C.) 52 D.T.C. 1187, a policeman had built several apartment houses. He argued that the buildings were built in order to provide a home for his family and also to create an investment from which he could receive rental income. He argued that it was due to unforeseen circumstances that it became necessary for him to sell the property.

The taxpayer's "story" was heard both by the Income Tax Appeal Board and the Exchequer Court, and it seems that they did not believe him. They did not accept his statement that he had built these buildings for the purpose of investment but concluded that the truth was he was carrying on the business of constructing them for the purpose of re-sale at a profit.

Locke J. refused to interfere with the findings in the two lower Courts. (The term Court here is used loosely because the Income Tax Appeal Board is not really a court but rather an administrative tribunal.

Many of these capital gain cases boil down in essence to a simple finding by the Judge that the taxpayer is or is not telling the truth. In other words, if they believe his story as to the facts, they would find in his favour. If they do not, they find against him. Thus, in many of these cases, there is little new in the way of law. The Supreme Court seems particularly inclined to boil the problem down to a finding of fact. Was the person carrying on a business or merely realizing an investment?

All this raises a very difficult moral question. Suppose an individual has sub-divided and sold real estate and made a profit. Should he then report it on his Income Tax return as a profit? The mere fact that it was his intention to make a profit would not, it is submitted, be sufficient to morally bind him to report the income. This, because a person may well intend to make a profit and still not be carrying on a business. And it is this criterion of whether or not one is in fact carrying on a business that is the true test, it is submitted. It would be extraordinary indeed to find a person realizing upon any asset of investment who does not wish and intend in proceeding towards the sale to make a profit if he can. Is the individual then bound to obtain expert tax advice as to

whether or not he has made a taxable profit? This often presents an extremely difficult question and the writer does not attempt to answer it here.

## Individualistic Inclinations

It is interesting to note that any particular Board or Court is inclined to cite its own previous decisions. Thus in the Income Tax Appeal Board we find principally references to other decisions of the Income Tax Appeal Board; in the Exchequer Court we find cited principally other Supreme Court decisions. Accordingly, a lawyer is wise if, when appearing before any particular body he intends to cite authorities, he dwell principally upon decisions of the particular body before which he is appearing. Here the question naturally arises does the Income Tax Appeal Board for example give weight to factors other than the Supreme Court?

The writer perhaps puts himself well out on a limb when he makes the following suggestion. It is suggested that the Income Tax Appeal Board is more prone to give weight to the factor of intention than is the Supreme Court. The Supreme Court seems more inclined to simply ask the question, was the taxpayer carrying on a business or not? and then to examine the facts to decide whether or not he has carried on a business. Not too much weight is given by it to the factor of intention.

On the other hand, the Income Tax Appeal Board is more inclined to examine the facts and then decide whether or not the evidence indicates that the taxpayer has engaged in the activities for the purpose of realizing a profit and this despite what the taxpayer might say in this respect. ●

## How to Sell

### Continued

men dared to take chances. If you meet a fellow of this type, treat him kindly and with great respect and list his house for sale exclusively—or sell him a house, as the circumstances require. But for every citizen who walks in on his own power or calls up on the telephone, there are dozens more outside who really want to sell their property, or buy a house of their own. These prospects have to be found and have to be sold, if you want to have three square meals each day. They don't know what a fellow you are to do business with; they will not walk



into the office, but their dollars buy just as many roller-coaster rides as the other fellows. So let's find them!

I'm not suggesting that you should approach every person in the street and ask them if they want to buy or sell their house. If you did, you would waste a lot of time. I suggest you organize your prospect hunting and aim where the prospects are the thickest.

All these people want to sell houses:

(1) The people who are moving out of town. (You can get a list of them every month from the Credit Bureau. You will see their names mentioned in the paper frequently.)

(2) People whose children are getting married and may not want so much room.

(3) People whose husbands or wives have died.

(4) People who own tenanted homes and don't want to be burdened with the repair bill and taxes.

(5) People who put up private signs outside their homes.

(6) People who have recently been appointed to more important positions by their firms.

(7) People who are getting divorced and may no longer need their homes.

(8) People who build houses for speculation.

(9) People who are getting old.

(10) People who have suffered some serious illness.

(11) People who have recently had a new addition to the family and need more space.

(12) People in financial difficulty.

All you have got to do to find these people is follow up all the leads you get from newspaper announcements and from your "bird-dogs" and keep your eyes and ears continuously open.

To find the people who want to buy homes, everytime you have a listing sit down for a few minutes and think of someone whom that house will suit. Possibly it will make a potential gas station. It may be of use to an adjoining factory which requires additional space for parking. It might make an ideal funeral parlor, or be suitable for a doctor's or lawyer's office. It might make a good rooming house. Once you have decided what it can be used for, your prospects will immediately come to mind.

For ordinary homes, remember that you can get hundreds of prospects by

again following up announcements in the papers, people moving into town, people having increases in their families, people going to get married shortly, people who are at present renting apartments or tenants of homes we have for sale. Remember to contact hotel clerks and managers of apartment homes who may know of people who might require homes.

And remember—keep circulating. The best way to find prospects is to let everyone know that you are selling Real Estate and that you are always ready to give good service to anyone who wants to buy or sell a home.

Good prospects are all around you. People you thought were merely your friends—the local grocer, the plumber, the insurance man, the instalment collector, they may all be prospects or may know of people who are prospects.

Keep contacting them in person. The more prospects you dig up, the more deals you will close and more money you will make, but you will have to go out after them. You can't afford to wait for them to find you. In fact, you should be pretty suspicious if they do, because they probably will be trying to sell you something. ●

## New Industrial Project

Five hundred acres of new industry is expected to result from development in Edmonton, Alberta, of a new subdivision designed to spark increased industrial growth in Alberta's Oil Capital.

L. T. Melton Real Estate Limited serve as agents for the Sheffield Development. It is the largest of its type in Western Canada.

Among first companies to take parcels in the 500-acres development are McColl-Frontenac, Imperial Lumber Limited, Construction Equipment Co. Ltd.

Complete services include main line spur trackage, planned internal roadways, adequate industrial water supply, sewer facilities, low cost natural gas and electricity.

A spokesman for the project pointed out that the development was located in Edmonton to take advantage of "Unexcelled accessibility to markets and materials". Nearly half of Alberta's total population is within a 100-mile radius.

Availability of labor in both skilled and unskilled categories also was cited as an advantage to industries planning new sites. ●

*There is a reason why  
more Real Estate firms use*

## CITY-WIDE ANSWERING SERVICE

- Efficient Service • Low Cost
- No message charges • serving all Metro Toronto

**City-Wide Telephone Services**  
LIMITED

Head Office 67 Richmond St. W. EM. 6-4262

## Selling A House

### Continued

She opens doors and peers in, always remembering to stress the fact that there is not much room. When she thinks you're not looking she surreptitiously fingers the drapes, or slips an exploring hand along the window sills looking for dirt.

And she bangs doors.

**BANG-G-G-G-G-G!**

Somebody or other has said that you can tell if a house is in good architectural shape if you bang a door. The idea, doubtless, is that if you bang hard enough, the whole house will fall. If it will stand repeated bangings, it is all right.

Aside from looking red-faced and uncomfortable, the husband doesn't do anything but go into the basement and look for cracks in the foundation.

Another game on the part of women house-hunters is to snap the so-called "silent" switches in a manner that makes them give out with an unpleasant noise. This is supposed to prove something but I don't know what.

When the interview is ended, the woman gives you a look that makes you feel as if she had been walking the seamier side of Tobacco Road, and says: "Let's see, and what is your asking price?"

She knows very well. Both the agent and the ad have told her.

The couple leave and you sink into despondency, feeling like a couple of slum kids. This sort of thing is repeated for weeks and months and finally you knock off the \$550 or \$1,000 that the agent had advised you to put on, pay him his commission, and give in.

**THIS IS YOUR SIGNAL** to start house-hunting yourself. Whereupon you start looking into closets, banging doors, making "safety" switches howl, giving the poor house-holders the fish-eye treatment, and generally making yourself obnoxious.

You could even be one of those women who have no intention of buying a house but just want to pass an afternoon. Once we had a lady who came at 2 and stayed until 5 o'clock when finally, in desperation, we asked her to leave.

"Oh that's all right," she said. "I have to cook my husband's supper any way."

And with that she left.

The sound she heard when the door closed wasn't the pressure cooker.

It was us. ●

## European Tour

### Continued

event of ordering meals a la carte, the supplementary charge must be paid by the tour member to the hotel. Meals en route and, when traveling on trains, meals in restaurant cars or buffet cars are included.

**Sightseeing:** Sightseeing programs in cities as outlined in the itinerary are provided for on the basis of one seat to a motorcoach. Included are the services of an English speaking guide and entrance fees to places of interest.

**Transfers:** Tour members are transferred between railroad station-pier and hotel and vice versa. This service is included in tour price.

**Tour Escort:** Service of a tour escort are provided for the European portion of the tour.

**Taxes and Gratuities:** All taxes and gratuities throughout the European Journey (not trans-Atlantic) so far as these are the same for all in the party and calculable in advance are included in the tour arrangements. Individuals pay for all such services as are strictly personal and exceptional.

**Not included in Tour Price:** Lunches and dinners in Vienna, dinners in Paris, gratuities on ocean steamers, port taxes, deck chairs and steamer rugs, cost of passport and visas, laundry, wines, mineral waters, liquors and food, refreshments, and after-meal coffee except as specified in regular tour arrangements.

**Tour Prices:** All tour prices quoted are based on tariffs and costs in effect on November 15, 1955 and are subject to change without notice should there be any revisions in such tariffs and/or costs prior to departure date of the tour from New York. ●

## Coast to Coast

### Continued

He brought up the possibility of a new provincial building here, creating new employment in the city area.

The mayor suggested that the downtown sections would continue to be the center of commerce in Halifax and said that by 1975 residential areas would probably be cleared out of the downtown sections.

With the new lower tax rate on rented residential property, Mayor Kitz thought there should be a boom in apartment buildings, probably facing the Commons, and he said that the "industrial mile development" was bound to come within the next 20 years.

Before too long, he thought, outlying areas would be tendering requests to become incorporated with the City of Halifax.

He suggested there might be a new, large hotel appearing on Brunswick Street facing the Citadel and overlooking the harbor. And he also felt there would be a tremendous increase in government-financed private housing development here.

Mayor Kitz was introduced by Ald. Roy Ferguson and thanked by Doug Robertson.

James H. Roy, vice-president for Nova Scotia of CAREB, reported on the Edmonton Convention. J. Stuart Roy, chairman of the local committee, has started arrangements for the 1956 National Convention to be held in Halifax from Oct. 1 - 3. He reported on two committee meetings and outlined the tentative program plans.

Vice-president, George S. Digby presided at the dinner meeting.

## Make Friends . . .

By giving a gift subscription of the **Canadian Realtor** to your associates in the law, construction, insurance, mortgage and investment businesses. Your business friends and prospective clients will appreciate receiving the only Canadian magazine devoted to the latest thinking and up-to-date trends in the real estate business.

A subscription costs only \$5.00. Mail your cheque and the names of those you wish to receive a copy to the Secretary, Canadian Association of Real Estate Boards, 1883 Yonge St., Toronto, Ont.

## PROFESSIONAL LISTINGS

### J. Donald Dewar BARRISTER & SOLICITOR

4891 Dundas St. W.,  
TORONTO (Etobicoke)  
BE. 1-1731

### Anderson, Bourdon, Sinclair & Walters BARRISTER & SOLICITORS

2881 Dundas St. W.  
RO. 7-2127

### Humphrey & Locke BARRISTER & SOLICITORS

330 Bay Street,  
TORONTO  
EM. 4-5238

### Hanks & Irwin ARCHITECTS

2848 Bloor St. W.,  
TORONTO  
RO. 6-4155

### Walter Smith & Co. Accountants & Auditors

2461 Bloor St. West,  
TORONTO  
RO. 9-4113

## Rates for Professional Listings

For six insertions ..... \$50.00  
For twelve insertions ..... \$80.00

## RESORTS FOR SALE

**INN & CABINS** located on a nice sandy beach on Gaspe Tour, for sale. Apply P. Brisson, Cap Chat, East Gaspe, Quebec.

**TOURIST OUTFITTER RESORT:** on Lake Superior, near Fort William. Nine Rental units, main lodge, all completely furnished including electricity and water; boats, motors, 18 acres, ¼ mile off Trans Canada Highway. \$22,000 cash. Inquire this publication.

# CONSULT THESE SPECIALISTS

## GENERAL REAL ESTATE

- **CORNWALL, ONT.**  
Dominic A. Battista, Realtor,  
634 Augustus St.,  
Cornwall, (the Seaway City).

## FOR REAL ESTATE SALES

- **CALGARY, ALTA.**  
Burn-Weber Agencies,  
218 Seventh Ave. W.
- **EDMONTON, ALTA.**  
Spencer & Grierson Ltd.,  
301 Northern Hardware Bldg.
- **NIAGARA FALLS, ONT.**  
David D. McMillan,  
1916 Main Street.
- **OTTAWA, ONT.**  
A. H. Fitzsimmons and Son,  
Realtors, 197 Sparks Street,  
Ottawa, Ont. Phone CE. 6-7101.

- **PETERBOROUGH, ONT.**  
Irwin Sargent and Lowes,  
441 Water Street.

- **WINDSOR, ONT.**  
Alex. E. Hoffman,  
930 London St. West.

## FOR INDUSTRIAL SITES AND PROPERTIES

- **EDMONTON, ALTA.**  
Don Reid Real Estate Co.,  
11563 Jasper Avenue.
- **EDMONTON, ALTA.**  
L. T. Melton Real Estate Ltd.,  
10154 - 103rd Street.
- **FORT WILLIAM, ONT.**  
G. R. Duncan & Co. Ltd.,  
1215 May Street.
- **HALIFAX, N.S.**  
Roy Limited,  
Roy Building.
- **OTTAWA, ONT.**  
Liddy-McFarlane Ltd.,  
198 Bank St.
- **WINDSOR, ONT.**  
Alex. E. Hoffman,  
930 London St. West.

## FOR FARMS AND RANCHES

- **EDMONTON, ALTA.**  
L. T. Melton Real Estate Ltd.,  
10154 - 103rd Street.
- **HALIFAX, N.S.**  
Roy Limited,  
Roy Building.
- **WINDSOR, ONT.**  
U. G. Reaume Ltd.,  
176 London St. W.,  
802 Canada Trust Bldg.
- **VANCOUVER, B.C.**  
Blane, Fullerton & White Ltd.,  
517 Hamilton St.

## FOR IDEAL STORE LOCATIONS

- **FORT WILLIAM, ONT.**  
G. R. Duncan & Co. Ltd.,  
1215 May Street.

## FOR PROPERTY MANAGEMENT

- **HALIFAX, N.S.**  
Roy Limited,  
Roy Building.
- **TORONTO, ONT.**  
Shortill & Hodgkins Ltd.,  
2781 Yonge Street.
- **WINDSOR, ONT.**  
U. G. Reaume Ltd.,  
176 London St. W.,  
802 Canada Trust Bldg.

## FOR APPRAISALS

- **EDMONTON, ALTA.**  
Weber Bros. Agencies Ltd.,  
P.O. Box 37.
- **TORONTO, ONT.**  
Chambers & Meredith Ltd.,  
24 King Street West.

## Rates for Advertising

In the "Consult These Specialists"  
Department:

	Per Issue
2 lines — 12 issues .....	\$3.00
2 lines — 6 issues .....	\$3.50
2 lines — less than 6 issues .....	\$4.00

Additional lines, 50 cents per issue.  
No charge for city and province lines.



# *Brokers*

## Here's How To Multiply YOUR SALES

By making every Realtor in the Country your agent

**Move your industrial and commercial listings faster by national co-op selling through the Canadian Realtor**

Your advertisement in the Realtor will serve a national co-op purpose. It will:

- Show your property to 4,700 members of the Canadian Association of Real Estate Boards from coast to coast.
- Enable you to sell more, faster, for you will have the co-operative efforts of Canada's realtors at your disposal.
- Cost you LESS than conventional methods at present employed (e.g. direct mail pieces).

*Advertise your high value properties in The Canadian Realtor and thereby take advantage of this national medium to reach your fellow realtors.*

### **Advertising Rates**

Per Insertion	One Time	6 Times	12 Times
One page .....	\$140.00	\$125.00	\$110.00
Two-thirds page .....	118.00	104.00	99.00
Half-page .....	84.00	74.00	64.00
One-third page .....	64.00	57.00	54.00
One-quarter page .....	59.00	52.00	47.00
One-sixth page .....	40.00	35.00	30.00
One-eighth page .....	30.00	27.00	24.00

Advertising copy to be mailed to: The Canadian Realtor  
24 Isabella St.,  
Toronto 5, Ontario

The Canadian Realtor is published on the 15th of each month. Advertising copy to reach publishers no later than the 7th of the month of publication.







V  
E  
C  
E  
K  
X